

CHEMIST & DRUGGIST

The newswweekly for pharmacy

August 18, 1984

a Benn publication

Hospital
pharmacists
offered 4.5pc

A logo for
pharmacy: the
date is fixed

PSNI makes
Nuffield
submission

Olympic
bronze for
pharmacist

OTC update:
analgesics

Ever Ready
ties up the
mid-range

ANALGESICS
SPECIAL FEATURE



Going on More Holidays This Year Than Any Other Brand

J. Collis Browne's Liquid and Tablets now represent the leading brand of anti-diarrhoeal. Independent research over the last two months of 1983 demonstrated that J. Collis Browne's was outselling the number two brand by nearly two to one.

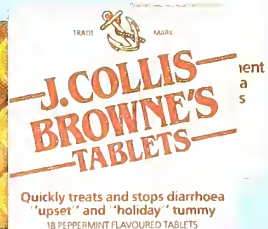
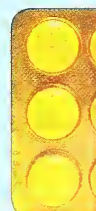
This means that there will be more demand for Collis Browne's this summer than any other brand.

Record advertising expenditure means that more holiday makers than ever before will be taking J. Collis Browne's Tablets away on holiday this year.

Start thinking about your holidays now and increase your stock of J. Collis Browne's for extra profit.

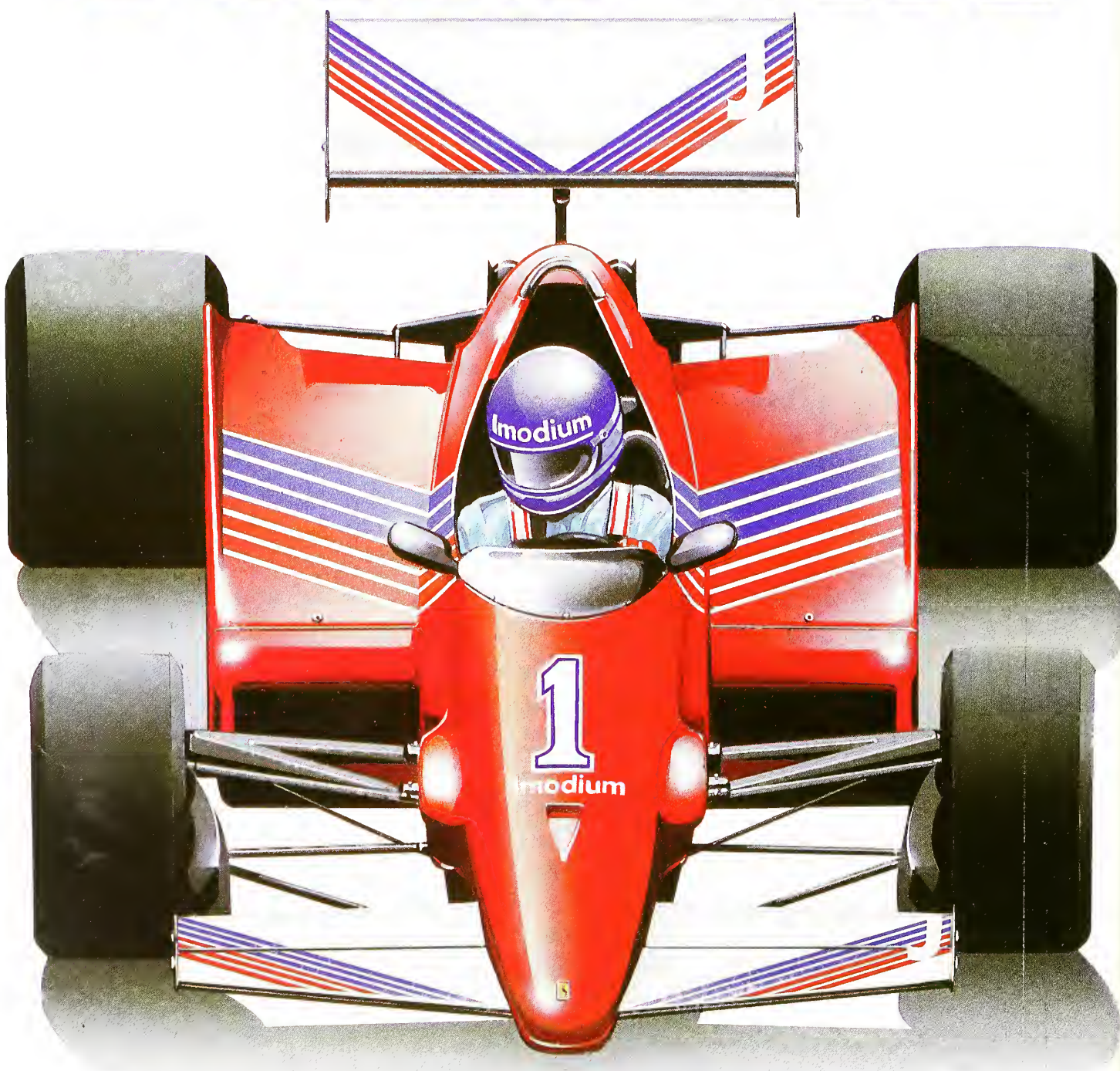


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Further information is available on request from Janssen Pharmaceutical Limited, Grove, Wantage, Oxon. OX12 0DQ. Tel: Wantage (023 57) 2966. Telex: 837301 * TRADEMARK

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August 18, 1984
Volume 222 No 5433
125th year of publication
ISSN 0009-3033

Editor/Publisher:
Ronald Salmon MPS

Deputy Editor:
John Skelton BPharm, MPS

Beauty Editor:
Liz Platts BA

Technical Editor:
Patrick Grice BPharm, MPS

Business Editor:
Paul Slade BA

Contributing Editor:
Adrienne de Mont BPharm, MPS

Editorial Assistant:
Steven Titmarsh BPharm, MPS

Art Editor: John Clement

Price List Controller: Colin Simpson

Director: James Lear

Advertisement Manager: Peter Nicholls JP

Assistant Advertisement Manager:
Doug Mytton

Production: Shirley Wilson

Published Saturdays
by Benn Publications Ltd

Sovereign Way, Tonbridge, Kent TN9 1RW
Telephone: 0732 364422 Telex: 95132

Subscriptions: Home £49 per annum. Overseas & Eire
£63 per annum including postage. £1 per copy
(postage extra). Member of the Audit
Bureau of Circulations



Regional advertisement offices: Midlands: 240-244 Stratford
Road, Shirley, Solihull, W. Midlands B90 3AE 021-744 4427.
North East and North West: 491 Chester Road,
Old Trafford Manchester M16 9HF 061-872 5151. **Benn**
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Downend, Bristol BS16 6BQ 0272 564827.

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COMMENT

It is not often that we report in our market surveys that community pharmacy is more than holding its own against other outlets. But this week (p289) is one such occasion — and in a market where it is in the public interest that the pharmacist *should* do well.

Analgesics are among the most powerful of the medicines available for self-treatment, yet they are also probably the most misused. Familiarity leads almost to contempt with some consumers: dangerously so. But considering the extent of their unsupervised use, such medicines may also be regarded as having an excellent safety record.

That was the scene up to twelve months ago, with many brands holding onto their position by weight of advertising or the breadth of their outlet penetration. Ibuprofen is changing all that: it has taken

what, in such a fragmented market, must be regarded as an enormous share.

The question remains, however: would the sales switch have occurred without the much-criticised consumer advertising? Marketeers would say not, because they regard the pharmacist's professional responsibility as making him fight with an arm tied behind his back. He is unable to expand medicine markets by encouraging sales, and indeed often sees the customer's interest more in terms of discouragement. That is as it must be.

But ibuprofen means many more consumers directed to the pharmacy for an advertised or "stronger" product. There has been a somewhat surprising reaction from some of the traditionally all-outlet manufacturers. Rather than boost their efforts in the supermarkets, they have followed the market trend with the launch of higher-strength brands and larger

packs — both are Pharmacy only.

Naturally the resulting competition for the pharmacist's favours has itself attracted criticism — but are the incentives really any different in principle from the traditional stocking-up and display bonuses? The pharmacist must put the health of the patient above all else, but when he decides a medicine sale is appropriate, then he is entitled to maximise his profit — for therein currently lies his only professional fee.

With customers urged to "ask their pharmacist", and the most effective of the most sought-after medicinal group available only from pharmacies, more people should become exposed to pharmaceutical influence. Whether they are favourably impressed and come back for more — well that's up to the individual pharmacist.

Hospital pharmacists offered 4.5pc rise

Hospital pharmacists have been offered a salary increase of 4.5 per cent of their total pay budget, including a reduction of points on the basic grade pharmacist's scale.

In practice this would mean an increase of 4.22 per cent across the board and 4.22 per cent on all allowances such as those for special duties and lecturing, backdated to April 1. The discrepancy is to allow for the cost of removing points 1, 3, 5 and 7 from the 9-point grade 1 scale, which would amount to 0.28 per cent of the pay bill.

At a meeting between the joint Pharmaceutical Whitley Councils last week, the management side said they were constrained by the 4.5 per cent cash limits on NHS pay rises so that was the final offer. They had first offered a 3.5 per cent increase with removal of the minimum point on the grade 1 scale.

The staff side did not accept the offer but agreed to put it to members of the Guild of Hospital Pharmacists, who will be

asked to vote for or against by August 29. In the original claim it was pointed out that hospital pharmacists needed at least 15.92 per cent to bring their salaries back to the corresponding 1980 levels.

Staff side chairman Mr Bob Timson told *C&D*: "The present offer in no way satisfies our claim, although we put forward strong evidence to support it, particularly regarding staff shortages. But I think it is as much as we are likely to get in the current economic climate. The shorter basic grade scale means that pharmacists will receive larger incremental increases than they did previously and might be encouraged to stay in the hospital service, but it does nothing to attract pharmacists from outside."

The management side refused to discuss the claim for emergency duty payments, which will be put to a further joint meeting on October 23 when the regrading of district pharmaceutical officers and other outstanding matters will also be discussed.

Parallel benefit to continue?

Pharmacists may continue to benefit financially from parallel imports while allowing the National Health Service to cut drug costs if DHSS contract proposals are agreed, according to a report published recently.

But Mr M. Brining, Pharmaceutical Services Negotiating Committee financial executive, told *C&D* there was "no prospect of pharmacists being able to keep the difference between parallel import prices and reimbursed prices."

The new contract, still under negotiation, could lead to a significant increase in parallel imports says "Parallel imports — a new dimension to the UK pharmaceutical market," published by PJB Publications.

The outcome of the proposals is one of two most important factors which will determine the future volume of pharmaceutical parallel imports, says the report. The other is the stringency with which the DHSS enforces its licensing scheme.

Documents provided as appendices include: details of the Association of

Pharmaceutical Importers; the May 1984 price list of the Dutch parallel importer Stephar BV, and a DHSS information leaflet explaining the new import licensing scheme.

"Parallel imports — a new dimension in the UK pharmaceutical industry" 80pp. £60 from *Scrip Bookshop*, 18 Hill Rise, Richmond, Surrey TW10 6UA.

□ PJB Publications have produced an "International Directory of Pharmaceutical Companies" listing names, addresses and, where available, telephone numbers of pharmaceutical manufacturers, their subsidiaries, representatives and agents in 118 countries. "International Directory of Pharmaceutical Companies". 600pp. £75 from address above.

Case adjourned

A doctor and pharmacist appeared before magistrates at Bolton, Greater Manchester, on Tuesday on charges of deception.

The case against local GP, Peter Gerald Mann, of Park Road, Manchester, and chemist, Sidney Graham Gold, of Park Road, Prestwich, was adjourned until September 4. Both men were granted unconditional bail.

New CD rules

Regulations adding certain barbiturates and other drugs to the Misuse of Drugs Regulations 1973 and exempting phenobarbitone prescriptions from the handwriting requirements of these Regulations have now been published. They are effective from January 1, 1985.

The Misuse of Drugs (Amendment) Regulations 1984 (SI 1984 No 1143, HMSO £0.75) add the following to the 1973 Regulations: alfentanil and mecloqualone to Schedule 2; 5,5 disubstituted barbituric acids, methylphenobarbitone and diethylpropion to Schedule 3, and eticyclidine, rolicyclidine and tenocyclidine to Schedule 4. The 1984 Regulations also allow people in charge of laboratories to handle Schedule 3 drugs in certain circumstances.

The Misuse of Drugs (Safe Custody) (Amendment) Regulations 1984 (SI 1984 No 1146, HMSO £0.35), also come into effect on January 1, 1985, exempting 5,5 distributed barbituric acids and methylphenobarbitone from the requirements of the 1973 Safe Custody Regulations. The Misuse of Drugs (Designation)(Variation) Order 1984 (SI 1984 No 1144, HMSO £0.35) adds eticyclidine, rolicyclidine and tenocyclidine to the Misuse of Drugs (Designation) Order 1977.

Signal complaints

Complaints lodged by 12 members of the public against Elida Gibb's poster stating Signal toothpaste "Helps heal teeth" and "Signal with the stripes that help to heal" led the Advertising Standards Authority to warn the company to use "healing" claims with caution.

The complainants thought that toothpaste could not possibly "heal" tooth decay although it might help to prevent further decay.

The poster contained a footnote: "If you want to find out how Signal can help reverse the early stages of tooth decay...ask for Signal's 'Fluoride Facts' booklet...explaining the function of fluoride." The Authority noted that although a tooth surface could not be restored to its original state, the progress of a lesion could be inhibited and the function restored. They advised Elida Gibb's however, to approach "healing" claims with caution in order not to overclaim for the function of Signal.

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Pharmacy's logo ready at last

The pharmaceutical profession's long-awaited logo makes its first public appearance on August 29. It will be unveiled by Sir Hugh Casson, president of the Royal Academy of Arts.

The Minister for Health, Mr Kenneth Clarke, has wished the project well but will not be available to attend the "ceremony."

The concept of a logo has been in many pharmacists' minds for years, with the Scottish tradition of pestle and mortar and the Continental green cross among the contenders. Minds were concentrated on the issue when the then new director of public relations, Mr Philip Paul, put forward proposals for a corporate identity in 1979, but little happened until a resolution from the Branch Representatives meeting in 1982 called for a "recognised and registered symbol."

A year later, however, the representatives were objecting to what they saw as excessive expenditure on the project. This month will therefore reveal whether the criticisms were justified or not.

Fleas on the up

The present "bumper season" for fleas is likely to increase demand for pet insecticides.

Professor John Maunders, director, medical entomology centre at Cambridge University, told *C&D* that the hot, dry but slightly humid summer has provided ideal breeding conditions and the increase in fleas is likely to peak in September. The

season usually lasts until October or when the first frosts start. He said that the general trend over the past 20 years had been for the problem of cat fleas to get worse, one reason was that pets were being treated more as members of the family and more people were coming into contact with them. This year there had also been an increase in fleas on dogs.

Animal rights shampoo protest

The Animal Liberation Front claimed this week that it had again contaminated shampoos on supermarket shelves.

The brands said to be involved are Silverkrin, Sunsilk and Supersoft and the bottles are said by the police to be labelled "toxic" on the caps, and with a blue cross on the labels.

Three suspect bottles were found in a Hull supermarket.

Reaction over Opren headlines

Eli Lilly have had some reaction from people who believe they may have been harmed by the company's drug Opren, following headlines in the national Press last week telling the public to contact the makers.

Lilly say they have never ruled out settlement for patients who believe they may have been harmed by Opren. But they do not think a compensation scheme is appropriate.

Lilly say that information should be

submitted by patients' doctors or solicitors for consideration. But the company cannot speculate on what might happen in UK cases "because we have received very little medical or other information about these cases."

"Many of the claims about which we have general information appear to involve preventable reactions that the company went to great lengths to advise physicians about."

Merrell defend Debendox claims

The Debendox Action Group claims that many statements made by Merrell Dow about Debendox have been aimed to imply that there is no evidence that the drug causes birth defects and that almost no experts believe that Debendox can cause birth defects — which the group says is not the case. But its claims have been criticised by Merrell Dow.

The Action Group has produced a list of "experts on birth defects" who have stated that they believe that Debendox either causes or more probably than not causes birth defects. But Merrell Dow say that most of the Group's "experts" work has been with animals or a re-analysis of previous data. The company also points out that some of the experiments cited have already been presented in court cases in the United States and in two instances work showing teratogenic effects of Debendox in animals could not be reproduced.

Discount deadline

The Pharmaceutical Services Negotiating Committee reminds contractors starting up after October 1, 1980 that they must apply for adjustment of their discount surcharge by August 31.

Application forms can be obtained from the PSNC, 59 Buckingham Street, Aylesbury, Bucks HP20 2PJ (tel: 0296 32823).

Many pharmacists have been writing to their MPs about the threat to the domiciliary oxygen service posed by the possible introduction of concentrators without the involvement of the community pharmacist, according to reports reaching PSNC. The response being returned (originating at the DHSS) suggests the Government is still keeping its options open but is looking for value for money for the taxpayer.



"You've picked the wrong part of the country for that launch"

NPA changes trading name

The National Pharmaceutical Association's trading company, NPU Ltd, will in future be known as NPA Services Ltd. The change follows a resolution passed at an extraordinary general meeting of the directors of NPU Ltd, the NPA board heard at its July meeting.

Such a change had not been previously possible because of a prior registration of that name by another body. Inquiries had shown that the other company no longer existed.

Parliamentary dinner: Among those present at a dinner on June 27 was Mr Frank Dobson, a principal Opposition health spokesman who was interested in leapfrogging and the arguments for rational location of pharmacies. Figures showing that a majority of pharmacies opened during 1983 were within 400m of an existing pharmacy had subsequently been provided by Mr Astill, NPA director.

There was detailed discussion on the future of the domiciliary oxygen service. The NPA representatives argued strongly in favour of pharmacists distributing and maintaining any domiciliary concentrators which might be introduced, together with back-up oxygen cylinders. Information was given about members' experiences with BOC.

Daily Mail 'Killer drugs' article: Press Council Complaint: Mr Astill had previously written to the Press Council and the *Daily Mail* editor disputing the newspaper's figures for prescriptions dispensed during December and January for the four drugs referred to in the article: Zomax, Zelmid, Flosint and Osmosin.

After some delay a letter had been received from the newspaper which included an extensive quote from Mr David Owen, managing director of Taylor Nelson, the market research organisation that had provided the figures on which the article had been based. In reply Mr Astill refuted allegations that pharmacists would have removed prescriptions for these products when sending their prescriptions to the PPA.

Since the Board meeting, Mr Kenneth Clarke, Minister for Health, has reported PPA figures for January to March showing the numbers of prescriptions as: Zomax 30, Zelmid 7, Flosint 10, Osmosin 53: total — 100. Half were dispensed in January.

Rational location: The NPA, PSNC, Pharmaceutical Society, Company Chemists Association and Rural Pharmacists Association, had agreed the

final wording of a document setting out proposals for the rational location of pharmacies. This will be sent to the Department of Health and a meeting requested.

Training: Mrs Ailsa Benson, NPA training officer, explained that fees for the dispensing technicians correspondence course had been set so as to cover NPA costs and represented good value for money. Just over £300 for a two-year course, inclusive of residential Summer school, compared more than favourably with other courses.

Applicants had to start in September because of the need for a week in a "Summer school" between years one and two. Facilities for this were available in colleges only in the long vacation.

Draft EEC directive: The working party of Member Governments indicated that there had been considerable progress on approving the terms of the Directive on mutual recognition of qualifications and the right of establishment, including the Prag amendment. The Directive may come into force later this year.

Unit pricing of non-food products: Other organisations have joined the NPA in objecting to unit pricing for all non-food products. The proposed Directive was to be delayed and consideration given to specifying the groups of products to which it would apply.

Business services committee: Orders for the 1985 NPA "Health Hints" calendar were up to expectations; orders should be sent before the end of August. Consequent upon the new Code of Ethics it would be possible for members to use restricted titles other than "chemist" on their calendar over-prints in addition to their opening hours. Revised notes on the use of restricted titles in advertising had been prepared for guidance.

Nuffield Inquiry: The NPA submission had been sent to the Nuffield Foundation and the Pharmaceutical Press (see *C&D*, July 21).

During a visit to the office, Professor Maurice Preston, a leading economist and a member of the Inquiry, had sought background information and statistics about retail practice to support his research. The Board noted that the Inquiry had asked Boots and the Co-op whether they would be prepared to include a sample of their pharmacists in the NPA attitudinal survey.

Computer labellers: The computer sub-committee is to formulate advice to members about the choice of systems for the post-1984 era. Meanwhile, further publicity would be given to NPA-recommended labellers to give undecided members a chance to place orders well before the end of the year.



Pharmacist John Vardy (centre) is presented with £200 of shopping vouchers and wine after winning the Vichy skin care "Les Florales" window display competition. John, of Vardy Chemists, Wolverhampton, is sharing the vouchers with his staff and holding a barbecue to consume the wine. He is pictured with his assistant Helen Jones and Vichy's Midland area manager Steve Thompson

DHSS says little to Nuffield

The Health Department have no formal locus in a pharmacist's commercial activities, but public accountability requires that they do not underpin inefficiency, or offer undue reward, they say in their submission to the Nuffield Inquiry.

The submission is brief and factual as the Departments in England, Wales and Northern Ireland do not feel they can pre-empt the forthcoming Green Paper on primary health care services. As they are involved in negotiations on a new FPS contract ideas about the contract's future form should remain confidential, they say.

However the Health Departments may wish to offer supplementary evidence when the picture becomes clearer and would be willing to offer views on particular subjects if requested.

"There is however, considerable debate within the profession and within the NHS about the role of community pharmacy, the services it might offer and the balance between the various ways of providing health care. In the Health Department's view the Inquiry offers a valuable opportunity for progress in these difficult issues," the submission says.

About 5 per cent of pharmacists are employed in industry but numbers have been declining continuously in the past two or three decades. If this trend continues, the submission says, consequences for the profession and for recruitment of pharmacists with the knowledge and experience for posts such as those within the Medicines Division of the DHSS, are likely to become serious.

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By Xrayser

Dispensing GPs to organise?

Dispensing doctors look ready to set up their own association.

Dr David Roberts from Welford, Northants, recently sent a questionnaire to 3,500 of his dispensing colleagues (*C&D* August 4, p201) and has had 1,000 replies in ten postal days, according to a report in last week's *General Practitioner*.

About 90 per cent have indicated they would be willing to pay £10 a year subscription but they were divided as to whether the association should be part of the British Medical Association.

PSGB complains on BBC news

The Pharmaceutical Society has complained to the BBC about a news clip showing a pharmacist writing and applying a medicine bottle label.

The clip appeared during a 9pm news item last week, about efforts to persuade doctors to prescribe generic instead of proprietary medicines.

The Society reminded the BBC that pharmacists had been instructed to machine-print labels and, although not mandatory, there had been general compliance with the recommendation.

Director of public relations Philip Paul has also offered to provide facilities for updating the film clip.

CPP awards

The College of Pharmacy Practice has announced two awards for 1985, each worth £1,000, for research in community and hospital pharmacy

The Glynn Jones award provides funds for materials, equipment, travel or the cost of employing a pharmacist to allow the winner to investigate an aspect of community pharmacy.

The Vestric travel award is intended to allow overseas travel to undertake a study of direct relevance to community or hospital pharmacy. Ideally it should be an extension of work started in Great Britain. The winner will present a report to an open meeting in November, next year.

Application forms, to be returned no later than November 30, from the *Secretary, College of Pharmacy Practice, 1 Lambeth High Street, London SE1 7JN*.

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Nice people

I don't suppose anyone could have missed the paragraph, immediately to the left of my column last week, which told of a "Masked man in shotgun raid"?

Of course it's anything but funny, but there is an inescapable air of farce about the report. Here we have a man coming into a pharmacy, wearing a mask, and rubber gloves, presenting a "long shopping list of drugs" . . . politely . . . and then, completely spoiling the good impression he made . . . "until then I thought he was very nice sort of chap." . . . ruined it all by pulling out a sawn-off shotgun. Some chaps have no sense of the rightness of things. Did his mother never tell him that some things just aren't done?

One other thing worries me. How could he have taken "Thousands of pounds worth of drugs including amphetamines, and injectable fluids" from a drug cupboard? Surely no-one carries more than the bare minimum of CD's in stock today. Twenty years ago perhaps. I took over a shop then with whole winchesters of Tr Opii, and Tr Opii Camph, and about 8 ounces of cocaine, amongst other goodies of similar nature which were stored on stock shelves. At the first visit of the inspector we had a marvellous half hour reducing my potential fortune to a mere pittance to give me some peace of mind. But today? I suppose it just goes to show the difference between the drug values in the CD cupboard and on the "streets".

Better labels

Not long ago I asked why computer labels had to be so deep, since they look awful when stuck on shorter bottles and become sticky fly-paper affairs around the necks. Now we learn the Society is recommending the adhesive used should be permanent!

Edwin Evens, however, in his recent letter (*C&D* August 4) shows how ludicrous is my desire for a slightly smaller product. In his view we should show not only quantity of products ordered but also the words "Contained when dispensed".

All in all, this ferment about labelling shows up the inadequacy of what we may have thought was enough. Let's face it, the only possible way forward is for us to dispense all medicines in single dose units. Each single dose pack should bear the name of the product, its strength, shape and manufacture and expiry date. Duration of effect would be a useful extra piece of information, while assurances that it had not been tested on live animals or

human beings would be vital to allay the fears of the anti-vivisection lobby. The excipient, colouring and flavouring would have to be declared. Name of prescribing doctor, and the dispenser's signature as well as the checker's are essential.

Each month's supply to be skewered (like kebabs) in daily dose order onto a specially designed medicine stick with a flat base to stand on the sideboard, so that for example, from the top, items might be, a Lasix, a Digoxin, one Slow K, an Adalat, a Slow K, an Adalat, and a Mogadon. Repeated thirty times, on the stick.

I leave you with the thought of all those dispensing fees PSNC would get for us. On second thoughts, bearing in mind last Saturday's heavy dispensing, I reckon enough is enough, so I have to call "Time gentlemen, please" on this logical fantasy.

Agfa

For years I have supported this company because it must be about the last European company marketing cameras and films. I wanted to keep the employment at least somewhere near home. But it gets more difficult by the month.

A couple of years ago I bought tons of their Agfa 100 film. The price was great, as was the product. Or we were told it was. Imagine my distress when it turned out to be less than easy to process, requiring an extra day and a lot of filter work by the labs.

This just about wiped out my chances of ever getting rid of the rapidly dating stock. Well, I finally got rid of the last, but comforted myself I could still sell their excellent Optima camera range. . . Oh yeah? With our last one sold we are told they won't be making any more, but are now offering customers all sorts of club incentives direct. End of lesson, end of account.

New coins

I see the Royal Mint is proposing more changes in coinage. Now we are used to the new ones I have to admit I find the 20p piece a most useful item, and have even taken the advice of one of *C&D*'s correspondents, which was to eliminate the 10p and the 50p as well as the 2p from the till. This change, resisted at first by my conservative staff, is now recognised as a delightful simplification of the change-giving process. As for a re-vamped 5p? It's not a bad idea. Oh, my goodness, I nearly forgot! I have just spent money converting my weighing machine to take 5p's. I'll have to write to the mint again, cancelling my approval . . .

Check your invoices...

If *C&D* subscribers have recently received any Cedar Wood orders it is worth going through their invoices. In July I was charged £0.84 each at cost for Cedar Wood anti-perspirant stick pre-labelled to retail at £0.99. Ten days later Cedar Wood antiperspirant spray arrived, pre-labelled to retail at £0.99 but invoiced £1.072 each at cost.

I wonder how many times we have been "done" while manufacturers get away with it?

Ang
Surrey

□ A spokesman for Goya Ltd commented: "Our invoices display the full trade price with a separate column showing the discount terms. Very occasionally errors can occur when the discount column is filled in incorrectly. We apologise to your reader and are rectifying the matter at once."

...and your stock!

I have been sold sample cans of Free Style by Golden Ltd instead of regular stock and would advise other pharmacists to check their stocks to avoid selling a sample in error. These are the cans that have been given away during promotions at Boots. However, a request for some to give away myself was refused.

M. Franks

Swains Lane, London N6

□ L'Oreal are sending a letter to retailers who may have received 45ml Free Style marked "Not for resale," asking them to telephone the customer services department (01-937 5454) who will arrange the necessary exchange of stock. L'Oreal apologise for the inconvenience and assure retailers that stock received since the week commencing August 13 will contain standard 45ml Free Style.

Commonsense

I feel I must reply to the letter from Mr Caplan (*C&D Letters* August 11). Unichem and other major wholesalers have made it known on several occasions that they have investigated sources of parallel imported drugs as a precaution in case they were forced to enter this form of activity. That would seem to me to be commonsense procedure and, indeed, I would have thought it imprudent of them if they had not taken such steps.

Mr Caplan may be keen to maintain a large number of direct accounts. I certainly would not be happy to return to a situation where large amounts of my valuable time were taken up in seeing manufacturers' representatives. This sacrifice of time would certainly not be compensated for by any amount of display material.

It has been reported in the pharmaceutical Press that the Minister for Health does intend to discount any prescriptions which the pharmacist endorses as having been filled with parallel imported drugs. Contrary to what Mr Caplan seems to think, many pharmacists are honest enough to endorse accurately their efforts. Additionally, one must assume that the Minister will introduce some form of spot-check arrangements to give his scheme teeth.

As a Unichem member I am quite confident that Mr Dodd and his board of management would not commence parallel importing unless they were forced to do so. However, if such action was their only counter to enforce profit margin reduction from certain manufacturers then I would approve of and support their action.

J.W. Buchanan
Basingstoke

Attitudes

I was very saddened by the letter from C.P. Caplan about the NPA's "Ask your pharmacist" campaign. The writer demonstrates an old fashioned head-in-the-sand attitude towards the profession which I had so hoped was dying out (*C&D Letters* August 4).

Nobody who is as negative as this can be doing our profession a service.

It is a great pity that the writer is not open-minded enough to recognise that we need a promotional campaign to keep our customers informed of the benefits we offer. Independent research has certainly shown the need for this. I know also that a large majority of pharmacists think, as I do, that we are benefitting enormously from the current advertising campaign. Long may it continue.

John Kirby
Welwyn Garden City

No token!

Again we have an attempt to reduce our trade. National Benzol are giving away free with petrol, tokens for films and processing.

I have cancelled my account at the local National Benzol garage and have told NB I shall now buy Texaco or Esso. If all

pharmacists did the same I am sure the scheme would not be repeated.

Ten thousand letters to National Benzol — what a delightful thought.

Tony Howard
Emsworth

Variations on a theme

The growth of product variants annoys me: I am not opposed to the consumer having choice but I do object to frivolous choice with medicines.

Strepsils are now to appear in a third variant form "with vitamin C". The original Strepsils lozenge, which I helped to introduce to the public (at 2/3d a tin) while I was a Boots employee, was and still is a good product. It has earned its space in my own pharmacy. The honey and lemon variant did not seem necessary — people with sore throats often find it blunts their taste buds (actually I prefer it — *Editor*); while the taste discrimination of the smoker (a regular sore throat customer) will never be very sharp so long as he or she fails to "kick the habit."

The introduction of variants may produce a modest increase in sales for the manufacturer but it involves the retailer in double stocking without a corresponding increase in sales. If a customer buys the honey & lemon he is not going to buy the original. QED. So now we have Strepsils with vitamin C pushing the retailer into a triple stocking position without anything like a sales increase to justify the extra cash investment. The smart reps reply is don't increase your total stock investment, just divide it up according to the sales ratio — but don't miss the introductory bonus on variant X! Get the wrong mix and you are fouled up with "cross selling".

One thing you can be sure of, variants don't increase (expand is the salesman's expression) the total market, at best they capture or recapture a part of it from another manufacturer. On the other hand, if you are going to introduce variants, only three in 25 years is a poor record. May I suggest a few more ideas to help Crookes dominate the market?

Original Strepsils for me to sell for sore throats. *Strepsils honey & lemon flavour* and *Strepsils with added vitamin C*. Both available for those who want them. If you kill the vitamin C variant you could replace it with two variants — *Strepsils with Blackcurrant (vitamin C)* or *Strepsils with Rose Hip (vitamin C)*.

How about *Chewable Strepsils* to pave the way for:-

Strepsils chewable nicotine formula to
Continued on p273



Which hair care range
is moving ahead fastest of all?



the Poly range

For instance, sales of Poly colourants grew 30% last year in chemists, more than any other major brand. Poly Foam Perm helped to increase the home perm market by 40% in just two years. Poly Hi-Lights carved out a market where none existed before.

At Warner-Lambert Health Care we have many other successes for you. The continuing strength of Benylin, Veganin and Anusol. New products like Smutab and Lifestyles. And the way that our 'Big Three' mouthwashes continue to dominate their market, Listerine, Listermint and Oraldene. Our expanded Sales Force is always ready to help and advise you on our products. Or, if you wish, contact our Sales Services Department at any time on Eastleigh (0703) 619791.

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elite.

Originators we have always been. Happily, innovators we still are.

First came Gossamer, the sheath that set the standard all the others had to follow.

Then Fetherlite, designed to be extra fine for extra-special sensitivity. And finally came

Nu-Form Extra Safe, the first ever spermicidally lubricated sheath, which is as reliable as the Mini-Pill. But have we surpassed even our own high standards?

But
never
this
Elite.

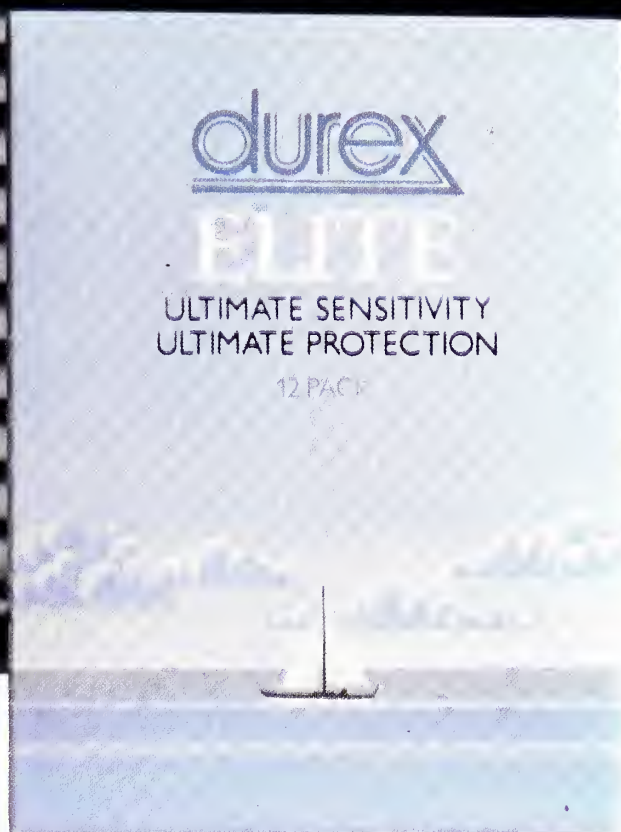
Introducing new Durex Elite.
Quite simply, new Elite is the sheerest,
safest, most sensitive Durex ever.

We think it could prove
to be the most profitable
Durex ever, too. (Durex
enjoys an enviably high
profit margin – up to 56%). As you
can see, it comes resplendent in a
classy Caribbean-blue pack. And, it
has advertising support to match – in
the national press and the colour sups.

Don't you think it's time you
joined the Elite.

durex

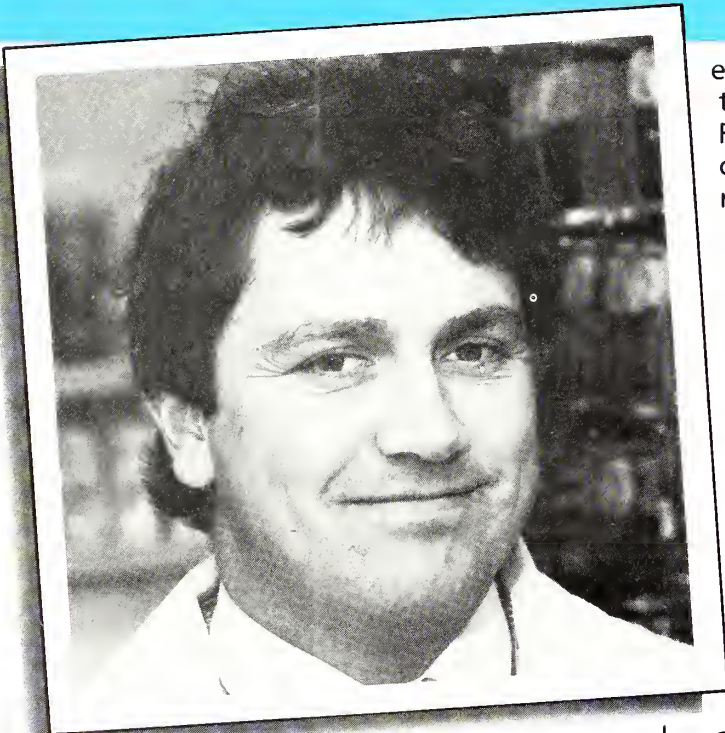
Durex, Gossamer, Fetherlite, Nu-Form Extra Safe
and Elite are all trade marks of LRC Products Ltd



"The Shop premises were available as freehold and were in need of complete refurbishment. It was obvious that major capital investment would be needed, and I was uncertain as to the viability of the project. I needn't have worried, a word with my Numark wholesaler representative and Numark carried out a site assessment to determine the level of sales and profit I could expect.

"The report was an eye opener and gave the catchment area and a sales and profit forecast, supported by details of population,

***"Thanks to Numark,
I'm delighted with
my new pharmacy."***



*Andrew Winson, M.P.S.,
Kirkby-in-Ashfield, Nottingham.*

employment, public transport, car parking, the position of surgeries, health centres etc. Full details of development and operating costs, break-even turnover and even recommendations on style of trading and stock range were indicated in the report.

A complete plan of the shop front and layout was prepared, tailored to my satisfaction and an estimate of costs provided. The report was readily accepted by my Bank Manager who commented very favourably on the depth of the survey. Numark then arranged for the work to be done by a reputable shopfitting company who completed the job on schedule at the budgeted price.

What's more, I'm pleased to say that sales and profits have developed very much in line with the forecasts."

For more information, contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Road, Warminster, Wilts BA12 9JU. Tel: 0985 215555.

NUMARK
CHEMIST

***Ten years of
independent success***

Continued from p268

help the patient stop smoking (sorry cut down smoking, we still want a sore throat).
Strepsils "F" for children: the fluoride formulation helps protect their teeth while treating their sore throat.
Green Strepsils with chlorophyll for people with sore throats who have halitosis.
Strepsils with garlic for halitosis.
Strepsils with B6 for premenstrual throat irritation (and general irritation).
Strepsils with malt and oil flavour for those customers who still remember the virtues of those nauseous preparations (it's all a matter of individual preference).
Strepsils with ginseng (don't forget to specify the country of origin — name the farmer if it might increase the sales).
Suitable for any condition where ginseng is indicated, which is good because I can't think of one where it isn't.
Strepsils with benzocaine for customers who can't stand the taste of any of the flavoured variants.
Strepsils with clotrimazole. For patients who don't want to suck a lozenge — will make treatment South of the border.
Why not run the "Strepsils Consumer Competition?" Just list in order of

preference, the 57 varieties of Strepsils you want to have available. First prize: a video recorder with a free film of the 57 ways to remove tonsils (with and without a premedication of *Strepsils with lingocaine*). Second prize: a set of gardening tools with a voucher for Nurofen, valid at any good chemist with more than 900 branches.

If I am going to mention Nurofen it may be worth mentioning that the increased profit margin just announced still falls short of the cost plus 50 per cent formula I insist on from a Pharmacy only medicine. As Crookes give no particular reason for this increase of margin could it be that they find it difficult to put into diplomatic language a simple apology for the professional insult the original margin represented which, in turn, has helped other ibuprofen brands to get established.
John Savage York

□ Crookes are by no means the first or the worst "offender" with this kind of marketing strategy which has led Mr Savage to make his point. For the company's view on Nurofen margins see *Analgesics* on p288. — *Editor*

Warned too late

With reference to the letter in *C&D* of June 30 from Mr D.A. Scott, a chartered accountant, advising community pharmacists to examine carefully the small print in their wholesaler's terms. Unfortunately his sensible warning came too late for myself.

I sold my pharmacy on April 16 of this year. Unichem held its annual meeting on May 24, 1984. Because I was not using the Prosper terminal on this day I will not receive my 1.5 per cent annual profit share for purchases from January to December 1983.

I was a loyal Unichem member with great respect for their trading principles, ie not supplying dispensing doctors or drug stores etc. However in order not to lose the annual profit share they are acting as dictators as to when one can sell, retire, or even change wholesaler.

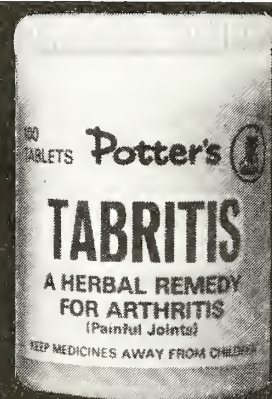
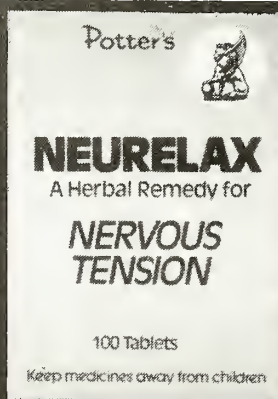
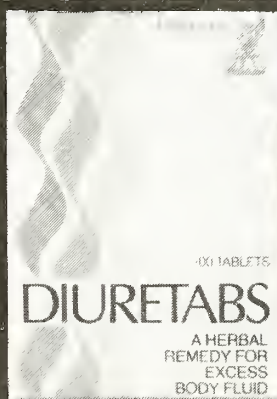
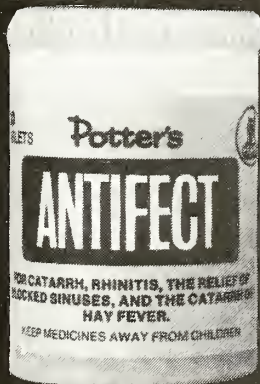
Community pharmacists beware — Unichem is not the "friendly" Society they will have you believe!
G.D. Trueman Solihull

CATARRH & BRONCHITIS

URINARY COMPLAINTS

NERVOUS TENSION

ARTHRITIS



Major herbal remedies from Europe's biggest herbal medicine producer

Potter's



Potter's (Herbal Supplies) Limited, Leyland Mill Lane, Wigan, Lancashire, England.

Coloured mousse from Alberto

A hair mousse said to colour, style and wash out after one shampoo is being launched by Alberto-Culver in September with £1 million advertising support.

VO5 Alive comes in two sizes — 30ml (two applications) £1 and 100ml (seven applications) £2 and six shades — silver blonde, beige blonde, chestnut, mahogany, copper and plum.

"Seen against the background of the fast-growing semi-permanent hair colourants and styling mousse markets, there is little doubt that the potential for



colour styling mousse is vast" says product manager David Bartholomew.

A national television campaign breaks in September supported by a below-the-line package which includes display pre-packs, shade guides, merchandise material and consumer promotions. The Alberto hair advice centre has been expanded "to provide a comprehensive service to consumers" says the company. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

Supersoft update

Supersoft haircare products are being relaunched to bring them in line with the "look" established by Supersoft Once. Re-designed graphics and a new bottle shape are being unveiled but variants, sizes and retail prices remain the same. A national television advertising campaign is currently running for Supersoft Once.

Bottles now come with a twist on/twist off cap system and the range of shampoos, conditioners and hairsprays are colour coded. On-pack graphics will include the line "For hair that feels good." For the hairspray there is a new taller and slimmer 125ml can design.



A launch promotion offers consumers the opportunity to send for a free 50p coin. One and a quarter million packs of 125ml shampoo, conditioner and 200ml hairspray carry proof of purchase labels — two of which have to be collected by the consumer. *Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull.*

Slimming up

The UK slimming foods market has seen more swings in demand and switches in product and brand loyalties over the past few years than any other food market.

This is one of the findings in the latest Keynote report on slimming products. It lays some of the blame with the medical profession for giving a surfeit of conflicting advice. The new concept of marrying exercise with diet, aiming for a total approach to health rather than the crash diet, means "food processors cannot afford to stand everything on a slimming platform, and are developing products which can sell in their own right rather than low-calorie derivatives of existing products" says the report.

A Mori survey carried out in 1983 reveals that the average dieter is female, aged 15-45, with a long-standing weight problem. "Low-calorie alternatives with a good taste are sought as the main diet aids, along with ordinary manufactured foods which will be incorporated into a calorie-controlled eating plan," says the report. With some 11m people now claiming to be slimming at any one time in the UK, the report finds the market has experienced "explosive growth." In 1981 its retail value stood between £280m and £300m, in 1983 it rocketed to £457m.

Not all sections of the market, have registered growth however. The meal replacement market, worth £11 in 1983, fell by more than 10 per cent compared with 1982, as customers tried to re-adjust their normal eating habits. Top position in the meal replacements market is held by Limmits.

The permitted use in September 1983 of six new sweeteners saw the arrival of Canderel onto the UK market.

The report notes that Canderel, supported by a £946,300 advertising campaign "has already made inroads into the market taken by the less well known sweeteners." *Keynote Publications Ltd, 28 Banner Street, London EC1Y 8QE.*

Neutradol on-air

A two-week advertising campaign for Neutradol air deodoriser breaks on Capital Radio on August 16. Neutradol was launched into the London and South-East regions two months ago. *Blake Products Ltd, 387-399 Rotherhithe New Road, London SE16.*

Schick book

A Schick Book of Sporting Champions is available for just £2.35 (plus 90p postage and packing) in an on-pack offer on Schick Injector Blades. Details of hundreds of sporting records, colour photographs and a review of international champions past and present are included in the book.

The flashed packs show the book on the front, with details and the coupon on the reverse. Distributors are *Richards & Appleby, Gerrard Place, East Gillibrands, Skelmersdale, Lancs.*

ON TV NEXT WEEK

Ln London	WW Wales & West	Ww Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampain
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television	C4 Channel 4	

Anadin Extra: Ln, M, Y, So, NE, A
Anne French cleansers: C4(M, Y, WW, So, A, U, B, G, NE)

Arrid for Men:	M, Bt, C4
Askit powders:	So
Cidal soap:	Bt, C4
Colgate pump dispenser:	All areas
Crookes Sport:	All areas
Elastoplast:	All areas
Flashlights:	All areas
Harmony:	All areas
Haze Pomander:	All areas
Hedex:	M, Y, NE, Sc, WW
Immac hair remover:	Ln, M, Lc, Y, NE
Kleenex Velvet:	Lc, Y, NE
Lady Grecian:	M, Lc, Y, NE, WW
Linc beer shampoo:	M, C4, Bt
Mafu:	Bt(Ln, So)
Moncler Derma:	All areas
Oil c' Ulay:	All areas
Optrex:	All areas
Pond's creams:	All areas, C4
Sanatogen:	Bt
Simple soap & skincare	Ln, M, A, Bt, C4
Sweetex Plus:	All areas
Supersoft:	All areas
Super Softies	Bt
Temana Colourfresh:	C4
Tramil:	M, Y, So, A
Unican homebrews:	M, Lc, Y, NE
Wilkinson Sword Retractor:	All areas
Yardley Gold:	All except Lc, WW, CI

Chemist & Druggist 18 August 1984

Pifco emphasise key lines

Autumn sees the start of a year-round Pifco advertising campaign with a targetted spend of £1m.

Traditionally, Pifco have concentrated publicity in the peak Christmas period and have opted for range advertising. This year advertising will focus on target products — hair care being one of the main categories.

Stage one of the campaign runs from October '84 to March '85 and will be weighted towards the Christmas period. Full-page colour advertising will appear in the women's and home interest Press from October to February.

The Pifco hair care campaign will focus on the new range of "quiet" hairdryers, in particular the Manhattan travel dryer. This and other products appear in the company's Good Gift Guide, distributed free to consumers at

POS. It is available from mid-September and for the first time will carry a consumer competition with first prize — a holiday for two in America.

The Pifco catalogue for 1984/85 has sixty four pages spanning five product categories including personal care and battery products, with a full description and specification of each. All products now come under the corporate slogan "Pifco — Design Technology".

The catalogue is being mailed to all Pifco retailers and is also available free on written application to *Pifco Ltd, Princess Street, Failsworth, Manchester.*

Two for one

From August 27 Nivea lotion (200ml) will have a free 60ml trial size bottle of Nivea skin freshener banded to it. Nivea lotion is currently supported by a £750,000 national television and radio campaign proclaiming "the loveliest faces appear out of the blue . . .". *Smith & Nephew Consumer, PO Box 81, Hessle Road, Hull.*



For impact at POS, Richardson Vick have introduced this new display board for Oil of Ulay. It's supplied with two champagne glasses, pink fabric and fabric flowers

Coty specials

Coty are promoting the Complice range with a series of special offers. From the end of August the eau de toilette atomiser (50g, £6.50) will be available at £3.50. During August and September, a 50ml cologne concentrate is free with any purchase of eau de toilette, excluding any special offers. A handbag size perfume spray (15g, £3.75) is available in October. *Rigease Ltd, PO Box 27, Brentford, Middlesex.*

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Recession hits make-up sales

Volume sales in the make-up market are not expected to rise much above 30 million units in the foreseeable future says a *Retail Business* report on make-up.

In retail terms the £50m spent on facial make-up is an increase on the past few years, but overall unit sales have declined due in part to the onset of the recession and the trend towards a more natural look. Consumers, the report finds, "have become both more sophisticated and poorer, with sales growth largely confined to the mid-ranges of the market..."

Looking at the different sectors, the market foundations and all-in-ones — worth £23m at rsp — come out on top and the report finds there has been a clear shift up market in terms of average retail prices.

The steady decline in the unit sales of powders has been halted according to trade sources thanks to favourable editorial comment in the women's Press concerning loose powder. While compressed powder still take the major slice of the market, the only sector to have grown in value is the loose powder sector.

The only sector of the facial make-up market that hasn't contracted in volume terms over the past few years is blushers, shaders and toners which now stand at around 7m units, worth around £10m. Foundations, the report says, are used by 40 per cent of women over the age of 16. Young women, the report says, are the most frequent users of foundation and blusher and women over 55 of powder.

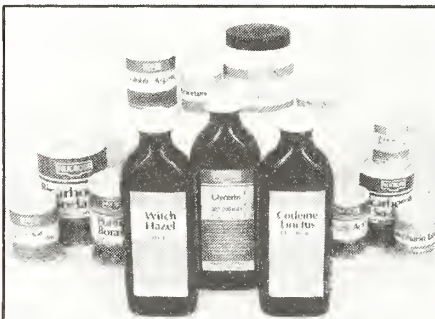
And the report concludes: "Given the tendency for women to use for life the cosmetics popular in their youth, sales of products currently in vogue should remain reasonably healthy."

Not surprisingly the Max Factor group, comprising several different brands, leads the overall market with Boots and Avon second and third. "Marks and Spencer is a relatively recent entrant to the market, with products marketed under the St Michael label, and has benefitted from being the sole brand in its own outlet."

Boots continue to dominate the retail distribution of make-up with 36 per cent by value, with department stores taking a 22 per cent share.

"The only other outlet group of note is retail chemists which in recent years suffered from competition from both cut price drug stores and Boots."

Retail Business, The Economist Intelligence Unit, Spencer House, 27 St James Place, London SW1A 1NT.



Independent Chemists Marketing Ltd have added three new product sizes to the Nucross packed goods range — codeine linctus (200ml, £1.35), glycerin (200ml, £1.04) and witch hazel (200ml, 0.69). Chemists will receive an introductory bonus of ten per cent, giving a 66.67 per cent mark-up at normal buying terms plus the quantity discounts of up to 7.5 per cent. The products will be featured in the September Memo. *ICML, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

Solmin addition

Additional pack sizes are now available in the Solmin range — Solmin 24's (£0.98) and Solmin 48's (£1.40) available in outers of 2 dozen and 1 dozen respectively. *Reckitt & Colman Products Ltd Pharmaceutical Division, Dansom Lane, Hull HU8 7DS.*

Bigger Dentural

Dentural is now larger — 250ml instead of 225ml — but the retail price remains at £0.44. Packaging has been changed slightly but the white bottle and red cap have been retained, say makers Macarthy Laboratories. Distributor: *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.*

Simpler battery stocks needed?

Duracell's second report on the battery market urges retailers to rationalise stocks and "give batteries the space their profitability deserves".

With further growth in the alkaline long-life sector, and consumers trading-up to more powerful "ordinary" batteries, Duracell suggest cutting stocks down to just two brands — their own and Ever Ready's Silver Seal.

"Alkaline is not a term understood by consumers, who rely on the strength of a brand name" say Duracell. "The size of the zinc carbon sector will in future not justify the stocking of a multiplicity of brands and types" they add.

A survey conducted for the report shows 78 per cent of Duracell buyers had specifically asked for the brand. Forty-nine per cent said they would have gone to another store to get Duracell if necessary.

Gold Seal had been asked for by name by 48 per cent of purchasers.

Duracell predict alkaline batteries will overtake zinc carbon with 58 per cent of sales by the end of next year.

Batteries' 1983 market of £154m puts the sector well ahead of other fast-moving non-food consumer good such as shampoo (£108m), disposable nappies (£90m) and toothpaste (£82m). Batteries also take considerably less shelf-space to generate the same profit.

Volume has declined over the past few years, but the trend towards alkaline rather than the cheaper zinc carbon cells has allowed market value to maintain growth. Duracell's estimated figures for 1984 give a volume decline of 7 per cent, to 379 million units, but value up 6 per cent at £163m.

Zinc carbon's 69.2 per cent share in 1981 fell to an estimated 48.5 per cent in 1984, while alkaline cells increased sales from 22.4 per cent to 42.3 per cent.

Duracell claim 32 per cent of 1983's total battery market, compared to Ever Ready's 49 per cent. Duracell's best performance tends to be in chemist and drug store outlets, while Ever Ready are strongest in newsagents. Among chemists, Duracell's share grows to 46.4 per cent, with Ever Ready falling to 43.5 per cent.

The chemist market has also shown greatest growth in recent years. Since 1979, during which time the total market increased sales by 38 per cent, chemist sales were more than doubled. Grocery outlets improved turnover by 84 per cent, while camera stores put on 40 per cent.

Variety stores such as Woolworth and Boots lead alkaline sales, with some 35 per cent of total. Independent chemists place fifth, behind grocers, newsagents and electrical stores, with a 6 per cent share. "Women now buy the majority of batteries for the household as part of the regular shopping" say Duracell. "They've become more of a shopping-list item, and less of an impulse buy."

Figures from the turn of the year give Duracell 66.1 per cent of total sales value in independent chemists. The R6 size remains the most popular battery, with 39 per cent of volume.

Duracell advise the retailer to display batteries near other regular-purchase items (such as razor blades, tissues etc), near the check-out to encourage impulse purchase, or next to battery-powered appliances. "Consumers must buy batteries to make the appliance work" they say. "So the appliance retailer should ensure that he gains the battery sale." "A Profitable Future — the battery market study second edition", available free from *Duracell (UK), Gatwick Road, Crawley, Sussex.*

Chemist & Druggist 18 August 1984



Silver Seal for mid-range gap

Ever Ready are scrapping their Power Plus and HP ranges to replace them with the new Silver Seal — a move designed to rationalise the mid-market.

The old SP batteries have been given a livery change to re-emerge as Blue Seal, so completing the relaunch of the Every Ready "family" behind alkaline Gold Seal.

The four-strong Silver Seal collection (R20, R14, R6 and PP3) will carry the same prices as Power Plus, both for the retailer and the consumer. However, the battery's zinc chloride technology gives it much greater efficiency than Power Plus. This makes it, says the company, "the best all-round battery on the market".

Strategy for the Ever Ready brands has been in the can long before Gold Seal's launch in October last year. The company's research had shown that consumers could happily distinguish between standard and long-life batteries, but found the proliferation of "inbetweens" confusing. Size coding was also a problem.

Accordingly, the new ranges have been designed to offer a straightforward split between "standard", "extra" and "long-life" batteries. The point will be rammed home in the run-up to Christmas with a new television commercial pushing "extraordinary power at an ordinary price".

To combat the confusion over size coding, Ever Ready have gone over to the internationally-recognised "R" numbers. By informing their competitors of this well in advance, they hope to encourage them to do likewise. "We've noticed everyone tends to copy our numbers" says marketing director Peter Bonner.

With trade stocks in August estimated at around 6-6½ weeks, Power Plus and HP should disappear from the shelves by mid-October. Till stickers setting out the old batteries' Silver Seal equivalents should help make the change-over as painless as possible. Tables matching batteries from the Seal family to various appliances appear on the back of blister cards.

Chemist & Druggist 18 August 1984

Peter Bonner says Silver Seal will act to slow growth in the alkaline sector. Looking to Japan, the only country with a comparable zinc chloride product, he points out that alkaline sales there are about half what you would expect.

"I think consumers now have some very valid choices" he says. "The mid-range has been tied-up in a product they can understand."

He admits, however, that the change is not without risk: "You launch into something like this, and say 'OK, all the research says we're right,' but you can't help getting the horrors. After all, we're dumping — for the best of reasons — what is effectively our best-selling range. In the end though, you've just got to grit your teeth and get on with it."

And if Gold Seal had not done well? "I think we'd have had to go ahead with the new ones, but it would have been much more difficult."

The new 40-second television commercial, breaking in mid-October, spearheads £4m worth of support for the new ranges. Advertising in the specialist electronic and camera Press, a consumer competition offering £15,000 in prizes, money-off coupons, trade offers and a full range of POS material have all been prepared. *Ever Ready Ltd, 1255 High Road, Whetstone, London N20 0EJ.*

Hi-tech answer

Hi-tech Industries are looking for a UK distributor to take on a battery which they say "fills the gap between expensive alkaline and low-power zinc carbon ranges."

The Hi-tech zinc chloride range comprises 6F22 (£0.68), R20 (£0.37½), R14 (£0.34), and R6 (£0.18).

The company is mailing-out product information to potential distributors. They hope those interested will attend a seminar in September.

Cornel Chu is Hi-tech's managing director. "Until now, there hasn't been a moderately-priced high-power brand available" he says. "Hi-tech use the highest proportion anywhere of zinc chloride in their range, and yet at prices lower than most zinc carbon brands. The batteries operate at very low temperatures, and we have eliminated normal leakage problems." Floor stands, counter stands and starter packs will all be available.

Hi-tech say their range, imported from Korea, has consistently out-performed a "leading high-power brand" in independent tests at the Glasgow College of Technology. Hi-tech Industries can be reached on 01-743 2255.

No.1 in Hair Care

Lady Jayne means the very latest in hair fashion styles. New, exciting products launched regularly. All packaged in eye-catching pastel colours, that harmonise perfectly, to create in-store excitement.



A selection from the vast, ever-changing range of Lady Jayne Hair Fashion Accessories. The signature on the Brand Leader is

Laughton & Sons Limited,
Warstock Road, Birmingham
021-474 5201

Guy Laroche come clean

Guy Laroche are making bathtime additions to the J'ai Osé and Fidji ranges. A 40ml body cream and 100ml foam bath are the new lines in the J'ai Osé range, which come, with a 25ml eau de toilette atomiseur, in a fan-shaped purple and claret pochette (£9.95).

At the same time, le Bain des Îles milk bath (200ml, £8.50), bath oil (200ml, £10.50) and body cream (200ml, £11.95) have been added to the Fidji range. *Parim Ltd, 14 Grosvenor Street, London W1X 9FB.*

Maws mat/bag

Maws are adding a changing mat/bag (£5.99) to their baby care range following its success in a consumer promotion last year. The mat measuring 28 x 15in, has a waterproof PVC lining backed with polyester foam padding. Nylon zips allow the mat to be folded into a bag. While this can be used to carry lightweight items, two waterproof drawstring bags are suitable for soiled nappies. *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ*

JR distributor

Thomas Christy have been appointed main distributors for the Jerome Russell range of hair colourants although David Hart and Paul James Agencies will continue to handle the product. *Thomas Christy Ltd, North Lane, Aldershot, Hants*



Mavala have introduced a felt-tipped applicator filled with nail polish remover. Called the Correcteur (£3.99), it is designed to tidy up polish that has smudged onto the skin. The Correcteur comes with replaceable tips and may also be used to draw patterns onto the finished manicure. *Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent TN13 2HU.*

French perfume Sinan de J. Marc Sinan mentioned in last week's Counterpoints is available from Andmaw Enterprises Ltd, 89 Newlands Crescent, East Grinstead, Sussex.

PRESCRIPTION SPECIALITIES

Bendogen tabs

Legap Pharmaceuticals have introduced a generic presentation of bethanidine.

Bendogen tablets are peach coloured, round and film coated containing 10mg (100 £5.35, 500 £25.10 trade) or 50mg (100, £24.25) bethanidine as the sulphate.

The 10mg tablets are marked "CY" over a "1" separated by a break-line on one side with a logo on the other. The 50mg tablets are marked "DA" over a "1" separated by a break-line on one side with a logo on the other. *Legap Pharmaceuticals Ltd, Old Portsmouth Road, Peasmarsh, Guildford, Surrey GU3 1LZ.*

Corgard colour change: During the latter half of this month the colour of Corgard tablets 40mg and 80mg will change from white to blue. Stocks of the white tablets should continue to be sold. *E.R. Squibb &*

Robinson push

Robinsons Special R, a low-sugar concentrated whole fruit drink introduced in June, is currently being promoted in the women's Press and on regional television.

A five-week campaign currently running on Yorkshire TV features a 30-second commercial about a 11 year-old "Little Granville" and introduces the copy line: "Robinsons Special R — bags of taste without bags of sugar".

Advertisements are appearing in women's and special interest Press throughout August and carry a 10p coupon. *Reckitt and Colman Products Pharmaceutical Division, Dansom Lane, Hull HU8 7DS.*

Sons Ltd, Reeds Lane, Moreton, Merseyside L46 1QW.

Kerfoot chlorpromazine film-coated:

Kerfoot's sugar-coated chlorpromazine tablets, 50mg and 25mg, are being replaced by film-coated tablets. Both strengths are white, normal concave with no distinguishing marks. *Thomas Kerfoot & Co Ltd, Vale of Bardsley, Ashton-under-Lyne, Lancashire OL7 9RR.*

Visken markings change: Viskin 5mg tablets are now marked with the product name and strength rather than "LB" and the company name. *Sandoz Products Ltd, PO Box Horsforth, No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

The duplicate headline which appeared over **Abbott Laboratories'** entry in *Prescription Specialities* last week should have read "Abbott licences run out" referring to six product licences of right expiring.

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So you become more successful. And so do I.

Of course first we have to get your customers to try Henara.

And, much as I don't like it, one of the best ways of encouraging them is by giving away some of my product.

Believe me, I wouldn't do it if I didn't know it worked.

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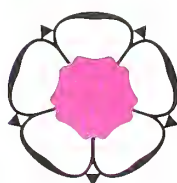
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Health centre pharmacies recommended to Nuffield

There should be a pharmacy provided convenient to all group surgeries and it would be advantageous if consortia pharmacies were established in such premises if no pharmacy was available in the immediate vicinity, the Pharmaceutical Society of Northern Ireland says in its submission to the Nuffield Inquiry.

There are around 70 health centres in the Province; 12 of these have a pharmacy within the main building. Such an association is to the mutual advantage of pharmacists, doctors and the patient, the submission says.

The PSNI recommends that drug and therapeutics committees would help rationalise prescribing and reduce costs. If they were also concerned with the general management of the health centre it would encourage cooperation between all the health professionals.

Health centres should be restricted to 10-12 doctors, say the PSNI, and all new centres should include a consortium pharmacy. A patient record card system should be set up in each health centre pharmacy and consideration be given to the supply of welfare foods.

The profession is held in good esteem by the public. "They recognise the value of patient counselling with prescribed medicines and the advice given with OTCs," says the submission. Career prospects in general practice pharmacy are also seen to be good due to cooperation of the pharmacy department at The Queens University of Belfast and the PSNI over the student intake.

PSNI Council feels entry to the profession should continue to be through a broadly based university degree.

The pharmacist is undoubtedly the most accessible health professional, the submission says, and can exert great influence on the health needs of the community. Apart from his role as an adviser on medicines the pharmacist could also act as a "health centre" to disseminate and explain governmental policies on health care in the community. Several examples of the way patient-oriented services have developed within community pharmacy overseas are given.

The Society feels the pharmacist should become more involved in other disciplines in health education in general. "In order to fulfill this role the pharmacist

must, even after registration, continue to keep up to date. Attendance at seminars and lectures would be advisable if not mandatory."

The submission examines the consequences of computerisation, and suggests that computer printed scripts will reduce the "protective" role of the pharmacist. Computers will diminish his role in the provision of basic information, allow the use of others in previously pharmacist "areas", but also allow time for involvement in problems concerning individual patients' medication.

PSNI, along with others, supports rational location. "The network should be maintained by additional money from other sources than NHS remuneration. A case should be made for the additional activity arising from the community health care sector becoming fully integrated into the nationally remunerated role of the pharmacist." The need for a pharmacist to be present at all times is a strong argument for the payment by the government of 100 per cent of his time, says PSNI.

Extension of the pharmacist's role to include domiciliary visits would enable delivery of dispensed medicines, supervision of safety and storage, collection and destruction of unwanted medicines, and an advisory service for incontinent patients, says the submission. "A second pharmacist should be employed together with the payment of a separate allowance. If contractors were allowed to opt to provide these services as with oxygen therapy separate provisions for remuneration could be made."

Ownership of pharmacies should ideally be on an individual basis by the pharmacist, PSNI says. The pharmacy should be available for the convenience of the public, and therefore it needs a healthy volume of retail business, the submission says, to complement the professional role.

"The public go to shop where they like the combination of prices, service and atmosphere. There are two extremes: the professional pharmacy, which in most cases is unworkable, and commercialism, which in most cases is unthinkable.

"The secret is to compromise, but be consistent and maintain the role of the pharmacist. This is not limited to the drug/medicine delivery schemes, but is primarily concerned with the offering of advice to the lay public and professional members of the health care team," PSNI concludes.

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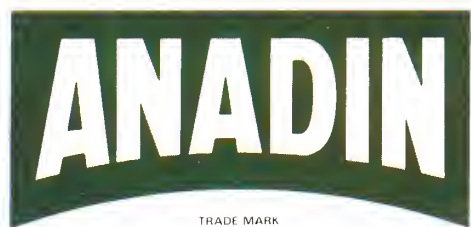
Anadin Extra – With the 40% extra active pain-relieving ingredient. Two powerful pain killers – Aspirin and Paracetamol – in one tablet.

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There's a new blue pack and foil wrapping for Soluble Anadin and new packs featuring blister packaging for regular Anadin 12's and 24's, Anadin Extra and Maximum Strength Anadin capsules – the packs your customers prefer. Why? Because they're modern, hygienic, child resistant and easier to carry around.

And the Anadin range is being supported by Television advertising all over the country from now until the end of October with a spend of £2.3 million.

This is why your customers will choose Anadin time and time again.



Analgesics — oral or topical — take up a large part of any chemist counter. Oral analgesics are among the most widely used group of drugs, and the main agents available for OTC use are considered in this article. Topical analgesics will be covered shortly.

Although pain is a useful warning system for the body, in many instances its intensity and duration are considered inappropriate and relief is sought. Pain is such a subjective and complex entity that despite great progress in our understanding of its mechanisms in recent years, it can still baffle and defeat even the most skilled workers in pain clinics. Yet, millions of sufferers obtain relief from simple remedies available without prescription.

Damage to tissues by mechanical or chemical injury leads to the release of

although the precise mode of action of paracetamol is still unclear. Aspirin inhibits the formation of prostaglandins and therefore abolishes the sensitisation of pain receptors to released algogens.

Local anaesthetics act further up the pain pathway by blocking the sodium channels of the nerve axon. Propagation of the action potential is hence inhibited.

The third site of action of the analgesics is in the spinal cord and in the higher centres. In addition to the opiates, most of the more potent analgesics probably work by interfering with neurotransmission in these centres.

Non-prescription oral analgesics

Aspirin and paracetamol are still analgesics of first choice for non-prescription use. Ibuprofen represents a significant addition, while agents such as benorylate and recently introduced magnesium aspirin combinations probably do not represent any significant advance over existing products.

Aspirin: The debate over the relative merits of aspirin and paracetamol is still active but in many cases the arguments in favour of paracetamol are overwhelming. For example patients with bleeding disorders should clearly avoid the use of aspirin because of its antiplatelet effect. The effects of aspirin on the platelets is irreversible for the life-time of the cells. For this reason, patients should also avoid aspirin within a week of planned surgery.

While aspirin does not appear to have any teratogenic potential despite some earlier worries, the drug should be avoided in the last trimester of pregnancy because of its effect on haemostasis of both neonate and mother. Patients who are asthmatic or allergic to tartrazine should use an alternative analgesic because of potential induction of asthmatic attacks.

For a few patients, gastro-intestinal irritation follows aspirin ingestion. Patients with a history of such problems are well advised to use an alternative drug. Concomitant administration with other drugs with a gastric-irritant potential should also be avoided.

Reports linking aspirin with nephropathy have generally been on combination products and it is generally accepted that, at usual therapeutic doses, aspirin rarely causes serious renal problems. The drug however, reduces glomerular filtration rates and its anti-prostaglandin effect on the renal axis may be responsible. Except for patients with serious renal impairment and those receiving gram doses of aspirin, these observations are probably of little clinical significance.

The potential for interaction between aspirin and anticoagulants should be

substances such as histamine and 5-hydroxytryptamine. These agents, known as algogens because of their pain-inducing potential, produce depolarisation of pain nerve terminals. Action potentials are initiated in the sensory nerves and propagated along the nerve axons towards the spinal cord.

These signals in turn activate cells in the spinal cord, action potentials are generated and travel towards the pain evaluation centres in the brain. It is also known that there exists an inhibitory pathway from the higher centres in the brain to the cells in the spinal cord.

Recent research has led to the identification of opiate receptors in relatively high concentrations in the dorsal section of the grey matter in the spinal cord and in the brain stem. These sites are therefore thought to be primary targets for the opiates.

Alleviation of pain

From the foregoing discussion, three distinct areas where analgesics can interfere with pain pathways emerge. The first is at the nerve terminals or pain receptors in the peripheral tissues. The mild analgesics such as paracetamol and aspirin act at this level

Oral analgesics — a major OTC area

obvious from the preceding discussion. At doses normally used by the self-medicating patient, aspirin may induce uric acid retention and may interfere with the activity of uricosuric agents. Patients with gout should therefore avoid aspirin.

The analgesic also displaces less tightly but extensively protein bound drugs from their binding sites. With a drug such as methotrexate, which has a narrow therapeutic margin, the increase in plasma levels of the free drug may be sufficient to induce adverse effects. Aspirin may potentiate the activity of oral hypoglycaemic agents and concomitant administration is preferably avoided.

Paracetamol: Where aspirin is not the drug of choice, paracetamol is usually a good substitute. The drug does not interfere with the haemostatic mechanisms of the body, is not a gastric irritant and does not antagonise the effects of uricosuric drugs. Most asthmatics sensitive to aspirin will also tolerate paracetamol possibly because of the much less pronounced activity of the latter as an inhibitor of peripheral prostaglandin synthesis.

The well known problem with paracetamol is its lethal potential when overdoses are taken. As few as ten standard

All the other active components of non-prescription products are included in the hope that they will exert a synergistic effect with the main analgesic component. Widely used in this respect are codeine and caffeine. Salicylamide is subject to extensive first pass metabolism and at doses used in non-prescription analgesics, insufficient amounts of the drug reach the systemic circulation for activity. The drug is therefore being phased out of most formulations as part of the drug review process.

Codeine is a centrally-acting analgesic and combination with a peripherally-acting analgesic such as aspirin or paracetamol is rational. However, consistent synergistic effect at the codeine levels of about 8mg found in non-prescription drugs have not been obtained.

This also applies to aspirin or paracetamol combinations with caffeine. A recent major study indicates that there may well be a beneficial effect to adding caffeine in analgesic formulae. The magnitude of the change was however sufficiently modest to require a very large amount of data to show statistical differences. Should we perhaps be recommending our patients to take their analgesics with tea or coffee? After all, the doses of caffeine administered would

benefit since the drug was precipitated back at the low pH of the stomach. Microfined aspirin produced quicker dissolving products but again did not confer the marked advantages predicted for them.

More highly buffered products can be successful in maintaining much of the aspirin in solution in the stomach but the high salt content of these formulations precludes their regular use. This is particularly important for patients on restricted salt diets.

An alternative approach involves reducing the rate of release of aspirin to minimise its adverse effects on the stomach. Microcapsules such as those in Levius and Breoprin are examples. Their use on a non-prescription basis is, however, limited because in most instances prompt relief is required, whereas the identifying characteristic of these products is that of slow sustained release.

By-passing the site of injury with enteric-coated formulations and suppositories is of course another approach. Enteric-coated formulations are slow-acting and suppositories are highly inconvenient. Absorption is also unpredictable.

Early problems with the unpredictable bioavailabilities of enteric-coated formulations now appear to have been overcome by the currently available products, probably as a result of the use of purer synthetic or semi-synthetic polymers.

Oral analgesics – the most useful and consistently effective non-prescription drugs. Aspirin and paracetamol still first choice – ibuprofen is a significant addition.

strength tablets taken as a single dose may be sufficient to overwhelm the detoxifying mechanisms of the liver for the drug. Patients with pre-existing liver disease should preferably avoid the drug. In clinical cases where inflammation is a feature, aspirin is generally a better choice than paracetamol because the latter possesses virtually no anti-inflammatory activity.

Ibuprofen: This latest addition to the list of non-prescription analgesics has been considered in a previous article in the series. The drug is a useful alternative to both paracetamol and aspirin in many of the conditions in which an analgesic is required. Its price relative to the other two analgesics suggests that in most cases ibuprofen can only be regarded as a drug of second choice. This does not, however, always hold true with branded products.

Benorylate: Benorylate is the aspirin ester of paracetamol and, as such, shares all the potential problems associated with the use of aspirin. Benorylate acts as a prodrug of the two component analgesics. Each 5ml dose is the equivalent of administering 2 grams of aspirin and paracetamol combined, a point which needs to be borne in mind when recommending the product.

probably be higher than those found in non-prescription products.

Product formulation

There is now growing realisation that the synthesis of novel drug entities with significant advantages over existing products is likely to become an increasingly expensive and difficult task, and more effort is being directed towards optimising proven drugs. This is not a new approach as far as aspirin is concerned and the wide variety of formulations on the market attest to this.

Aspirin in fact illustrates the ingenuity of pharmaceutical formulators. Early work indicated that, since contact of aspirin with the gastric mucosa may lead to irritation, it was sensible to formulate the drug in a fast dissolving product. The drug's instability precludes the formulation of a liquid formulation with an acceptable shelf-life and products such as aspirin mucilage no longer meets current standards of product quality.

Given that the drug is a weak acid, formulation with antacids is likely to speed up dissolution and hence minimise the drug's contact time with the stomach lining. Early formulations were, however, poorly buffered and did not offer any significant

Conclusion

Oral analgesics are among the most useful and consistently effective non-prescription drugs.

Aspirin and paracetamol still represent the first logical choice for most applications. Ibuprofen is a useful addition to the list but limited experience of the drug on an OTC basis suggests that vigilance is still necessary. Reports of skin problems following its use need to be considered. The drug also inhibits the enzymes involved in prostaglandin synthesis and care is required when dealing with patients who are asthmatic and who are sensitive to other non-steroidal anti-inflammatory drugs.

Where patients insist that aspirin or paracetamol is ineffective and their condition does not warrant referral to their doctors, a combination product with codeine or caffeine is a rational choice. Patients often insist that a branded product may be preferable for them. In the light of recent research on the placebo effect and on endogenous opioid peptides, it seems likely that they may well be right.

This is one of a series of "pull out and keep" articles on OTC topics by Dr Alain Li Wan Po, department of pharmacy, University of Aston in Birmingham.

Chemist & Druggist 18 August 1984

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Ibuprofen shakes up the market

It's ibuprofen's first anniversary as an OTC medicine this month. Already it is taking an estimated 6.5 per cent volume share of analgesic sales in chemists — a market valued at over £50m and growing. C&D talked to Crookes and Ciba Consumer Pharmaceuticals to see where it goes from here

Ibuprofen's penetration of the cut-throat analgesics market in the past 12 months has been impressive. The worry it has caused competitors can be gauged by the reluctance of some major companies to comment for this article — usually they are only too willing to discuss brand share.

And any suggestion that ibuprofen's share will fall once advertising support is withdrawn or diminished seems ill-founded. Neither of the major brands has been supported by direct advertising since March, and Crookes estimate their brand share has risen rather than fallen since then.

However it is too early yet to say just how much of the market ibuprofen will take as the third alternative to aspirin and paracetamol. What is certain is that chemists can not help but benefit in terms of analgesics sales as long as present trends continue.

Crookes group product manager for analgesics, Richard Owen, says he is very pleased with the way ibuprofen has been accepted. Any criticism of the way Crookes launched the product is strongly refuted. Professor S. Adams, the pharmacist who headed the original drug development programme and now advises on the ethics of its marketing, says: "We have been a bit disappointed at criticism from the profession when we tried to present ibuprofen in a very scientific way. We produced special leaflets and made ourselves available to local branches for meetings. We have been very conscious of the professional level. The niggling criticism has been a bit annoying when we have done everything we could to make this a professional product. The move to OTC was made entirely due to the efforts of the Boots Co and can only be of benefit to

the profession."

Mr Owen feels equally strongly on the more commercial aspects. "We took a fair bit of criticism over margins. If I was sitting in another company I would not have believed it! We were offering 25 per cent on a unique Pharmacy only analgesic." The margins of other products were not looked at in context, he argues. "Anadin did not have a better margin and is on every self-selection counter in supermarkets." The initial long-term bonus was also very good, he says.

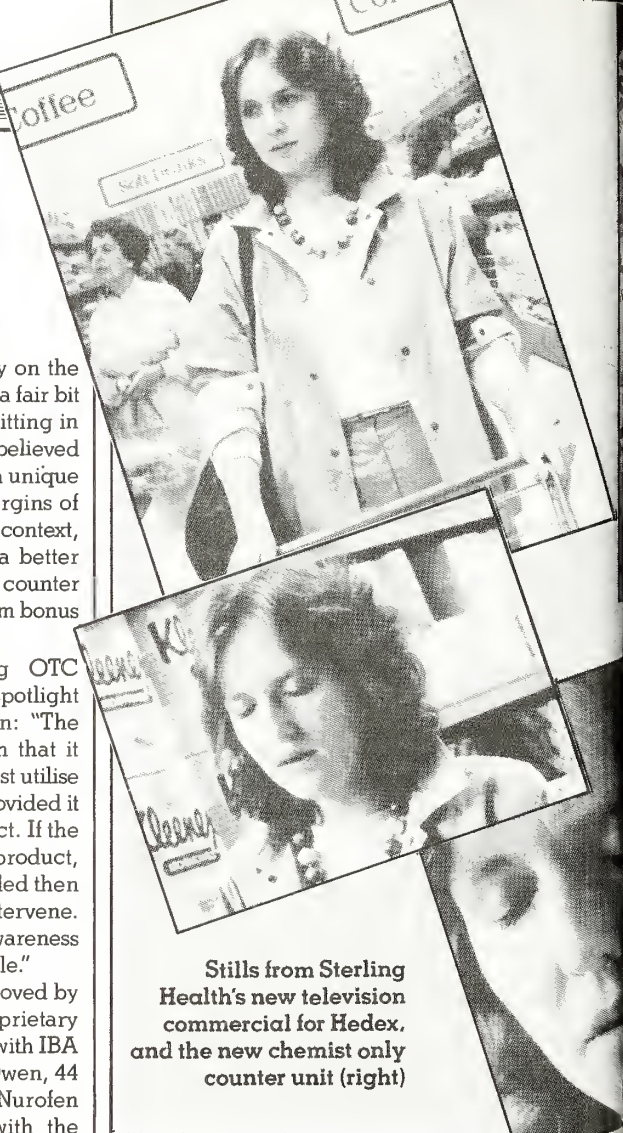
The question of advertising OTC medicines has also been under the spotlight over the past year. Says Mr Owen: "The market for OTC medicines is such that it allows television advertising. We must utilise the channels available to us, and provided it is done responsibly it has no ill effect. If the customer comes in and asks for the product, if the pharmacist is properly controlled then the pharmacist should be able to intervene. Advertising and increased brand awareness does not by-pass his professional role."

Any commercial has to be approved by the Department of Health, the Proprietary Association, and must also comply with IBA guidelines. Additionally, says Mr Owen, 44 per cent of people who had bought Nurofen said they had been in contact with the pharmacist over the sale. "Pharmacists should be delighted with that figure — remember the advertisements do say 'ask your pharmacist'."

Crookes claim Nurofen has a 5 per cent volume share of the analgesics market at present, putting it fourth in the league behind Disprin, Anadin and Panadol. Proflex, its nearest ibuprofen competitor, comes eighth with a volume share of 0.9 per cent, according to Crookes (but 1.4 per cent in value). And for those who disapprove of the way the leading brands have been promoted there is branded Maxagesic from Wigglesworth and a number of OTC generics. Together they probably take around 0.5 per cent of the market.

The introduction of a 48 tablet pack (with a new display unit) now allows Crookes to compete in the larger pack sector — over 50 per cent of analgesic sales in pharmacies are packs of over 24 tablets. This move has allowed margins to go up to 30 per cent, with a 7.5 per cent bonus being offered until the end of September, says the company.

Crookes are in the process of promoting the product to dentists using the 14-man Oral-B dental sales force. A similar information pack to that provided to the pharmacist is being distributed. Copies are available to pharmacists on request — part of the pack is being sent to pharmacists to keep them abreast of events. Surprisingly perhaps, 80 per cent of dentists tend to recommend an analgesic rather than prescribe one.



Stills from Sterling Health's new television commercial for Hedex, and the new chemist only counter unit (right)

The brand will be supported by a television advertising campaign starting in September. "We will maintain a competitive level of support in the most responsible way," says Mr Owen.

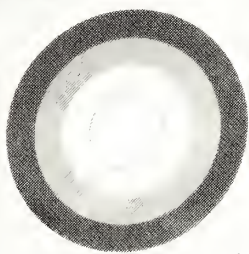
Ciba's plans for Proflex

Ciba acquired the only other well known ibuprofen brand, Proflex, from International Laboratories in a surprise move this Summer. What is not so often realised is that when International let it be known they wanted to sell Mucron and Dodo, Ciba asked them to include Proflex in the deal.

Explains Ciba Consumer Pharmaceuticals sales and marketing manager Roy Simpson: "We are looking for a worthwhile share of the OTC medicines market. If you are going to achieve dramatic growth, the analgesics is the biggest OTC sector and its just got to make sense to look at the opportunities. Anyone who wants to be any size cannot deny themselves the analgesic market without automatically cutting themselves off from a huge area of potential. We are looking to product development but it's a long term approach, so we have to look to acquisition."

Proflex's positioning as a remedy for relief of back ache and muscular pain suited Ciba, who had already identified the area as one of growth potential. With over half the adult population suffering at some stage from muscular pain or back ache and 42 per cent of those self-treating, Ciba put the value of that sector at around £12m. "No real brand

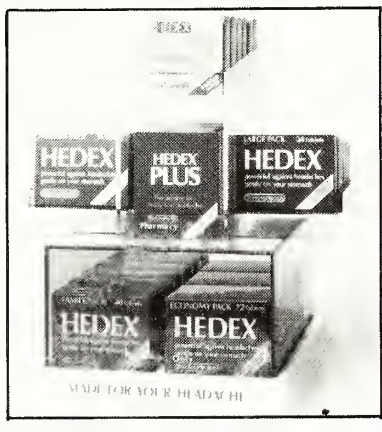
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COLD AND FLU SYMPTOMS

PROFESSIONAL SAMPLE PACK

Crookes are now promoting Nurofen to dentists



has established itself in this area at the moment," says Mr Simpson. "Nothing is all that specifically positioned for back pain. We claim Triadol is our nearest competitor."

He feels there has been an enormous misunderstanding in the trade over the competition between Proflex and Nurofen. "It's not the same among consumers. Nurofen has much wider indications, and consumers are not aware of ingredients."

Since its launch last August Proflex has built up over 80 per cent sterling distribution in chemists, say Ciba. The lack of sales force and marketing investment in the first part of the year has meant that stock levels have fallen and the brand has come under increasing pressure. However a 24-man sales force is being recruited to go out in September and Ciba are planning their biggest OTC campaign so far.

Proflex will receive £1m marketing support in 1984, say Ciba. A 30-second television commercial with a £850,000 spend is due to run in the Autumn. A new counter display unit is available with a consumer information booklet and representatives will be offering bonuses.

This shake up in the market means that pharmacists would be advised to look to the shelf space they are giving to some brands. It seems likely that further changes will take place over the coming Winter. Although no new ibuprofen products seem to be on the horizon at the moment, one or two of the better known established brands could be looking to their laurels over the next few months.

Chemist & Druggist 18 August 1984

New launches give chemists the edge

Chemists are winning the battle with grocery and other outlets for the biggest sector of the OTC medicines market — analgesics. But with the deregulation of ibuprofen and the introduction of several strongly supported aspirin and paracetamol lines, brands are having to fight ever harder for market share.

The year to the end of April saw the analgesics market grow to more than £75m (£21m in 1973), with over £50m of sales going through pharmacies. However, this growth (11 per cent MAT say Crookes) has not just been in terms of value. For the first time in years volume growth in pack and tablet terms has been evident.

Crookes cite increases of 4 per cent in pack sales and 3 per cent in tablet sales in the past year as masking an accelerating trend in volume growth in the pharmacy sector. The launch of ibuprofen brands and Pharmacy only range extensions of existing brands has led to increased turnover for the chemist. He now has some 68 per cent of the market, compared with 23 per cent for grocery outlets and 9 per cent for others, including drug stores.

This view is echoed by Roy Bookman, group marketing manager at the International Chemical Co. "Chemists are taking a larger share — over the past three years there has been a 1 per cent swing to chemists per year. New additions have tended to be Pharmacy only products. It's also partly because of the definite increase in generics. In common with every other market the own label sector is growing, although it's happening much more slowly with analgesics."

ICC put the total analgesic market at £77m at retail and claim brand leadership in Anadin, with an 18-19 per cent share — taking out generics and own label this rises to 34 per cent — with Disprin from Reckitt & Colman being the nearest competitor. Independent audits of the pharmacy trade in April revealed a 3 per cent growth in volume and 13 per cent growth in value over the

corresponding period in 1983, say ICC. A good deal of this is attributable to new higher-priced entries like Solmin, Duralin, Nurofen and Proflex.

Moving with the times

Anadin has had to move with the times, Mr Bookman says, and is looking more towards pharmacy outlets than ever before. A pharmacy competition — "a new departure for us" — running until the end of August has attracted over 1,000 entries so far. A display stand for all four variants becomes available this month, the first time ICC have put out a chemist only unit. A poster campaign for the capsules carries the line "available only in pharmacies," and is currently running for eight weeks at 500 sites "chosen to be as near as possible to chemists."

January and February this year saw a 240 per cent increase in money spent on advertising in the sector, partly because of Solmin. Mr Bookman feels the market is "going beserk." However ICC are to launch a £2.3m television campaign running to the end of October. A further campaign is planned from November to March.

"Anadin is where it is because it has consistently spent more than anyone else," Mr Bookman maintains. "Any competition has to match us not for one year but for a number of years."

He sees two trends in the market, generics and higher dose products. "But there is a problem for manufacturers in positioning products — it's all important. People buy analgesics only if they work for them. They buy in a conservative manner and are reluctant to change," he says. "We are meeting competition by spending more and looking to line extensions to protect our share. Anyone coming into the market has to go on television, but it's becoming increasingly expensive so you have to look at the mixed media approach. We are using women's magazines for the first time ever and are in there until the end of the year."

However research figures provided to C&D suggest that Disprin is the most popular analgesic in chemists, taking around 12 per cent of volume sale (10 per cent value) compared to Anadin at about 8.3 per cent (9.2 per cent). It is preferred to any other analgesic for treatment of colds and flu, say Reckitt & Colman, and fared better than all other traditional brands over last Winter.

Reckitt too comment on increased sales over the past year — "an encouraging rise for the first time in many years." They also do not attribute it purely to the arrival of OTC ibuprofen. "The two ibuprofen-based products were heavily promoted during an extended launch period. This coincided with considerable advertising activity by the established major brands and the combined effect was a boost for overall volume sales."



INTRODUCING THE NUROFEN 48 PACK

Last year Nurofen (ibuprofen) became the first major analgesic to become available without prescription for more than 25 years.

It is already established as a leading pharmacy brand.

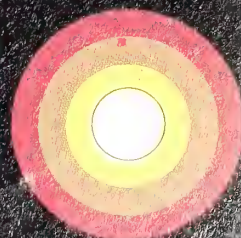
Better tolerated than aspirin and more effective in inflammatory pain than paracetamol, Nurofen has been widely accepted by consumers for all kinds of painful conditions – headache, migraine, cold and flu symptoms, period pain, rheumatic and muscular pain, backache and dental pain.

Its continuing record of efficacy and safety has now made possible the launch of a NUROFEN 48 PACK. And a new display unit has been designed for all three pack sizes.

In the coming months there will be National Television Advertising support and continuous Public Relations activity.

Nurofen is only available from pharmacies.

NUROFEN
A BREAKTHROUGH IN PAIN RELIEF





ICC moving towards the chemist with Anadin?

In March/April volume sales of analgesics rose by 8 per cent in the chemist and grocer sectors combined. In chemists only, the increase was marginally better at 9 per cent, say Reckitt. "The sales curve has, in fact, favoured chemists over a sustained period and for the first time in many years they have gained at the expense of grocers. Naturally any strong promotional support for ibuprofen must be to chemists' advantage as they are Pharmacy only products."

The change of advertising agency on the Disprin account has led to a different approach for the new television commercial, says product manager John Finch. The commercial, with the theme "Disprin, the family solution", makes its debut in September.

Disprin remains the leading brand in the soluble sector with 80 per cent of the market. A third of all analgesic users prefer the soluble to the solid form of aspirin, say Reckitt. The company's "disperse in the mouth" Solmin was one of the big launches last year, and hogged the lion's share of the promotional budget with £3.5m to support its launch nationally last Winter. It is credited with just under 1.5 per cent volume share of the chemist market, seventh in the brand share league.

Junior Disprin is particularly strong in chemists, says the company. "Own label childrens' analgesics in grocers have not done well, indicating that the housewife sees the chemist as the natural outlet for childrens' medicines."

Non-advertised

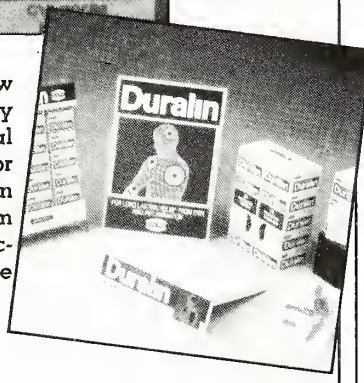
Panadol heads Winpharm's stable of analgesics. Ranking third in the chemist sector with a volume share of about 6 per cent (7.2 per cent value share) it is unique among the top ten brands in being the only non-advertised product.

Sterling Health's Hedex claims to be the leading advertised paracetamol brand. It takes a volume share of around 3.3 per cent in chemists, just below Warner Lambert's Veganin. Senior product manager Graham Burchell doesn't feel there are sufficient facts to say the market is going to expand. "It has become increasingly competitive over the past five years, with new lines stealing brand share. The biggest problem in the short term is competition for shelf space in-store. The amount spent on advertising has risen by some 300 per cent over the past four years."

"But brand loyalty is very high for branded analgesics, which justifies the high price — otherwise generics would have taken over long ago. Consumers will tend to drift away from established brands, rather than moving overnight."

Research by Sterling Health shows how long it takes to build up brand awareness. "Many consumers believe that Hedex was only launched three or four years ago — in

New display material for Duralin from Pharmicare



fact it was 15. You always get a peak in sales as people try out a new brand before returning to their old remedy."

Hedex too is supported by high advertising spends. A £600,000 campaign runs until early September. A national television campaign with a similar spend starts in September and runs for six weeks. Sterling are backing Hedex Plus, and claim to be the first major advertised high strength paracetamol/codeine formulation.

"We are putting a lot of effort into Hedex Plus. When it is established we will build up the corporate image. Most of that will have to be done through the pharmacy," says Mr Burchell. Subtle repackaging of the range has taken place and a new smoked perspex counter display unit is available.

Tramil and Duralin are two other relatively new brands with volume share in the chemist sector of around 0.8 and 0.5 per cent respectively. "Tramil's initial launch was said by Nielsen to be one of the most successful they had ever seen," says ICC's Mr Bookman. "Since then we have not really supported the brand in the way we would have liked. However it came out of the tub pack in March and has been advertised in four television areas since July, with rapid increases in sales in those areas."

Duralin, from Bristol-Myers Pharmicare, was launched last year, but has not been advertised since the beginning of this year. There are no plans as yet for the coming season, the company says. However there is a new POS unit and a consumer leaflet on how to exercise properly.

A fragile market share

Just how fragile some brands' market share is can be gauged from the fact that the multiplicity of smaller brands take around 30 per cent volume share in the chemist sector (but just under 40 per cent value share). Unbranded products take a similar volume share, although their value share is only just over 18 per cent. On the basis of the brand claims *C&D* estimates that ibuprofen products already account for around 6.5 per cent of all analgesic sales in the chemist sector. With continued strong support this degree of penetration in a single year must be causing concern among competitors.

Jeffrey Martin acquired the Doans brand in 1982 and launched extra strength Doans backache pills in July 1983. Distribution through the chemist trade is now in excess of 85 per cent and volume sales have been growing consistently at around 23 per cent each month for the first six months, says Mr A. Broad, sales and marketing manager. Over the next 12 months £1.8m will be spent promoting the brand.

Aspro Clear is to be supported by Nicholas Laboratories with a national £1.3m television campaign commencing in September.

Fisons believe high marketing activity has helped to increase segmentation within the market to the benefit of smaller specialist brands, and at the expense of the larger general pain relief products.

A main growth area seems to be strong soluble analgesics, say Fisons, where they have a major contender in Paracodol. A repositioning exercise in August 1983 re-established the brand as number two in this sector and its popularity has increased sharply since then, says Mr N. Edwards, consumer products marketing manager. He feels it is likely to be some while before consumer confidence reaches a level whereby tried and trusted ingredients like aspirin and paracetamol are replaced by newer drugs like ibuprofen.

Trusted brands, particularly those with prescription support, maintain their popularity, say Luitpold. Their Propain brand has shown a constant increase in sales, the company says, and following recent extensions to Data Sheet indications it will be promoted in the Autumn for symptomatic relief of flu, fever and colds.

There is of course a range of combination products, such as Beechams capsules, with analgesic ingredients, but which are positioned in other market sectors, principally the coughs and colds market. This area will be covered by *C&D* later this year.

The bottom line

But to conclude, some thought-provoking comments from Mr Broad of Jeffrey Martin. The market can only be consumer led, he believes, as the amount of pain suffered by the consumer (assuming a static population) doesn't vary very much year by year. "The only option for market growth is therefore by real value, not volume, and that is all about the level of consumer price. Too low a price against a justifiable product claim poses the question of credibility with the consumer, and too high a price can raise queries in the consumer's mind about product strength, side effects, etc. The level of pricing is therefore critical. If 1984 reveals only a shift of shares between brands with no real value growth then this may have been a market opportunity we have missed."

Chemist & Druggist 18 August 1984

OFT issues new guarantees guidelines

Proposals for standardisation in consumer guarantees, particularly their terminology, have been put forward in a discussion paper from the Office of Fair Trading.

The main recommendations are:

□ The expression "consumer guarantee" should be used in circumstances where traders wish to confer legally enforceable rights and expressions such as "promise" or "undertaking" when the offer is to be binding in honour only.

□ Guarantee documents and application forms should be clear and comprehensive. They should indicate who is providing the guarantee; whether insurance is involved and how claims should be made.

□ As a minimum, guarantees should: (a) state that customers' legal rights are not affected; (b) allow free transfer to a future owner; (c) not involve the purchaser in labour or postage costs; (d) allow

extension of guarantee when repairs take some time; (e) not require goods to be returned the original packaging.

The OFT warns consumers to approach all guarantees — particularly where extra payment is requested — with caution, bearing in mind that they usually cover defects, not normal wear, and that some depend upon traders' goodwill.

The OFT points out that the retail supplier of goods is responsible for quality under the Sale of Goods Act 1979.

Manufacturers' guarantees offering remedies for products which cease to function "are not necessarily binding on the manufacturer in law".

The OFT is inviting comments on the discussion paper before December 31. "Consumer Guarantees — A Discussion Paper". Available free from Office of Fair Trading, Room 517, Chancery House, Chancery Lane, London WC2A 1SP.

More investment for Ireland

Ireland's Industrial Development Authority has approved grant aid for two expanding skin care manufacturers

Stiefel Laboratories of New York are to extend their factory at Sligo at a cost of £1.4m. The company plans to increase manufacture of its skin care products and build an R&D laboratory — doubling research activity to 7 per cent of sales by 1986. A recruitment programme will raise R&D staff to a quarter of the 110-strong workforce.

It is the company's third expansion in Sligo since opening a factory there ten years ago. Products will be exported to parent company markets outside America.

Tosara Products, a private Irish company, are investing £1.1m in a new purpose-built factory at Baldoyle, Dublin, to double production of Sudocrem. Besides installing advanced processing and packaging equipment, Tosara say they are investing in R&D with the aim of diversifying into new products.

Studio Eyewear, a subsidiary of the German Menrad, have also been given aid to expand in Ennis, co. Clare.

The company's planned £1.2m investment programme will add 90 new



Unichem's Chessington headquarters recently played host to visitors from GEHE AG — West Germany's second-largest pharmaceutical wholesaler. Dr Dieter Schadt (left), chairman of the company, and managing director Jorgen Ossenbergs are shown here with Unichem MD Peter Dodd

jobs to the 220 already established there, and will have the effect of doubling Studio Eyewear's output of plastic and metal spectacle frames.

The other side of the border got a good write-up in July's *Business America*, the US Department of Commerce's magazine. Ian Walters, senior director of Northern Ireland's Industrial Development Board argues that, despite a bad image in the media, the Province remains a good place to do business.

"US executives considering overseas expansion should come on over — and judge us on the facts" he concludes.

Ciba consumer sales force

Ciba Consumer Pharmaceuticals are recruiting their own 23-strong national sales force.

National sales manager Graham Ford joined the company in January, with the idea of creating just such a team. The acquisition of Mucron, Do-Do and Proflex from International Laboratories and the need to support these brands "on the ground" convinced Ciba the time was right. The pharmacy-only team — 18 sales reps, 3 area managers and 2 national account managers should be ready to begin calls in September.

Bids and deals

C&D readers who follow the vagaries of the Stock Exchange will have found plenty to take their interest last week. No fewer than Four companies with "business" connections were involved in activity.

Recent rumours of an American take-over bid for Beecham have proved unfounded. But, with US approval just through for Augmentin, the company is planning a major campaign to attract American investors. "It has been a deliberate policy not to push ourselves in America before the launch of Augmentin" says chairman Ronald Halstead.

Meanwhile, Chubb, manufacturers of security and EPoS equipment, became the subject of a take-over bid from Racal. Chubb are urging shareholders to reject the bid, which values the company at about £146m.

Other rumours concerned a take-over bid for Woolworth from the Burton group. Both companies deny this.

Finally, Dee Corporation and Booker McConnell have given their first evidence to the Monopolies Commission's investigation of Dee's bid. Booker, parent company to Kingswood Chemists and Holland & Barrett, describe Dee's contested offer as "clearly inadequate."

Retail sales

The Department of Trade & Industry's June retail sales index (1980 = 100) showed a year-on-year rise of 2 per cent to 134 for dispensing chemists (NHS receipts are excluded). The figure for all business rose 9 per cent to reach 130.

Kodak look to the East

Eastman Kodak have announced plans to help establish a production facility for photographic colour film and paper in China.

Kodak have entered into a contract with the Xiamen Photographic Materials Co and the China National Technical Import Corporation.

Under the terms of the agreement, Kodak will sell emulsion-making and coating technology, manufacturing equipment and help train personnel for a plant to be owned and operated by the Chinese in Xiamen, Fujian province.

Construction is scheduled to begin this year for production in 1988. When operational Xiamen Photographic Materials Co Ltd will produce colour negative film comparable to Kodacolor 11 (ISO 100) in 35mm and 120 formats, and colour characteristics similar to Ektacolor 78 RC. The products will be sold in China under Chinese trademarks.

Kodak chairman Colby Chandler says the deal "is a major step forward in bringing the benefits of photography to the Chinese people. We look forward to continued good relations, and to further opportunities for business in China."

Kodak have assisted the Chinese in setting up processing laboratories, in particular in 1982 when the company helped establish a slide projector assembly plant in Shanghai.

Nappy expansion in the works

Modo are expanding their paper products and disposable nappy factory at Chester.

"The expansion programme has three prime objectives" explains marketing director Derek Dix. "First to increase our output by installation of the latest equipment, second to further improve our reputation for quality and third to provide the best standards of delivery and service to our customers."

The current expansion programme, which will also include new administration facilities, is due for completion early next year.

Undercover Products have just bought the land for a £4m new 90,000sq ft nappy factory in Llay, Wrexham. Chairman

David Sallon says the plant will double Undercover's capacity, and allow them to take on 150 extra staff over the next 18 months. Operations should be ready to begin in early 1986.

Iran cans

Aerosols International have just delivered three million cans of insecticide to Iran — an order worth nearly £2m.

The contract follows several months negotiation between the Iranian government's chemical procurement corporation and AI export manager Charles May.

This is the company's second major deal with Iran. They can also boast German sales of an oven cleaner product.

Unichem off to Nile and Australia

Unichem have organised two holidays for members next year.

The first is a ski trip to Mayhofen, Austria, arranged for one week from March 10. The second is a 13-day cruise along the Nile from May 17.

Both trips have limited places — 40 to Austria and 48 to the Nile. They are being arranged through Soler Touriste at a cost of £267 per person for the skiing, including half board in a four star hotel. The Nile tour is to cost £1,032 per person. Information from *Lynne Farmer, Soler Touriste, Unichem House, Cox Lane, Chessington, Surrey KT8 1SN.*

Advance information

Socialist Health Association. Renaissance Restaurant, Winter Garden complex, Blackpool, September 29, at 7pm. Fringe meeting to Labour Party conference on "The prevention of ill health: the future of the health service." Information from Socialist Health Association, 195 Walworth Road, London SE17 1RP

SW Regional Health Authority. Lyngford House, Taunton, Somerset. Courses for pharmacists: September 28 "Leukaemias and their treatment," October 16-17 "Critical care," and November 15-16 "Problems of the pregnant patient" and "Aspects of paediatric care." Application forms from local district pharmaceutical officer

Society of Cosmetic Scientists. De Vere Hotel, Cathedral Square, Coventry, Warwickshire, November 5-6. Symposium on "Product stability." Sessions include "biological stability," "chemical stability," "physical stability" and "other factors affecting stability." Cost is £120 + VAT for members, £145 + VAT for non-members excluding accommodation. Application forms and details from *Society of Cosmetic Scientists, Marshall Chambers, Mill Street, Luton LU1 2NA*

Welsh Committee for Postgraduate Pharmaceutical Education.

Autumn courses:
At Welsh School of Pharmacy, UWIST, Cardiff, September 17-21. Residential course for pre-registration pharmacy graduates and recently qualified pharmacists. Topics include: accepted standards of professional conduct and practice; patient counselling and compliance; importance of being able to communicate; small scale manufacture, and parenteral nutrition.
At Postgraduate medical centre, Morriston Hospital, Swansea, September 13, at 7.30pm lecture on "Management of patients requiring special diets".
At Whitchurch Postgraduate Medical Centre, Cardiff, October 16-17. Residential course on "Practical drug information".
At Welsh School of Pharmacy, UWIST, Cardiff. Extended course on "Treatment of viral infections". Five evening sessions on October 16 & 30, November 13 & 20 and December 4, starting at 7.45pm.
At Postgraduate medical centre, East Glamorgan Hospital, Pontypridd. Extended course on "Cardiovascular therapy". Five evening sessions on September 24, October 1, 22 and 29 and November 26, starting at 7.30pm.
At Maelor Hospital, Wrexham. Extended course on "The role of the pharmacist in health education". Three evening sessions on September 25, October 22 and January 15, 1985.
At West Wales General Hospital, Carmarthen, October 28, at 10.30am. Study day on "Computers in pharmacy — what have the experiences of the past six years taught us?" Topics include an updating lecture, computers in community pharmacy and hospital pharmacy, and a workshop session.
At Postgraduate medical centre, Bronllys Hospital, Aberystwyth, November 11, at 10am. Study day on "The pharmacist's response to symptoms". Topics include counterprescribing, counselling, alternative medicine and health education.
All pharmacists are welcome to attend these courses but the Committee are able to meet expenses only for those practising in Wales. Details from: Dr D J Bailey, director of postgraduate pharmaceutical studies, The Welsh School of Pharmacy, UWIST, King Edward VII Avenue, Cardiff CF1 3NU.

APPOINTMENTS

J. J. Vickers & Sons Ltd: Roy Patey joins the company as area manager covering the South East, East Anglia and the "northern" Home Counties.

Merchandising & Sales Services Ltd: Bill George is to succeed the retiring Dennis Smith as managing director. Mr George joins the company from Pedigree Pet Foods.

LRC Products Ltd: Paul Clouting becomes marketing manager for Marigold consumer products. He was previously a product manager, and will have special responsibility for new business development.

Rockware Group plc: Peter Grunwell,

group chief executive of Pilkington Brothers, has joined the Rockware board as a non-executive director. Mr Grunwell succeeds Terry Bird, who was a non-executive director of Pilkington and a member of the Rockware board until his retirement in May.

Wella Great Britain: Michael Regan becomes retail marketing manager. He joined the company in January 1982, since when he has handled a number of their retail brands. Other changes in his department include the promotion of Paul Jupp to retail product manager from assistant product manager. Lorna Dakers joins as product manager, while Nicola Marchant becomes an assistant product manager.

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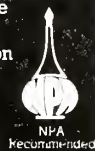
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Speedy Spedding wins bronze

Charles Spedding, a pharmacist from Durham, won an Olympic bronze medal for the marathon last week. He registered as a pharmacist in 1975 but now works for sports shoe manufacturer Nike.

It was only his third competitive run at the distance and he clocked in at 2 hours 9 minutes 58 seconds. He previously won the Houston marathon in Texas, USA, in January and the London marathon in May. Indeed Mr Spedding and the gold and silver medallists, Carlos Lopez of Portugal and John Treacy of Ireland, were considered comparative newcomers to the race according to a report in the *Guardian* this week.

However, Charles Spedding is acknowledged as a dedicated long-standing club runner who has helped clubs like his own at Gateshead become synonymous with running.

The *Sunday Times* described his London marathon win as the highlight of a long, if previously unspectacular career.

"It was Charlie who could always be relied upon to quietly keep the pot boiling in road relays before Brendan Foster took over. It was Charlie who would be there in his mud spattered red-and-white shorts on national cross country championship day, trying to drag back a few more positions for his club. And it was Charlie who would even turn out gracefully for England at 5,000 metres on the track in dull international matches when no one else wanted to."



Mr Henry Howarth (left), past president of the Pharmaceutical Society, received life honorary membership of the Joint Boots Pharmacists Association at its last national meeting, the first time such an award has been made. He is seen here accepting a plaque from Association chairman Mr Stan Wheatley.



Durham pharmacist, Charles Spedding (left) chasing Ireland's John Treacy before winning a bronze medal in the Olympic marathon in Los Angeles, last Sunday. John Treacy eventually won silver behind Portugal's Carlos Lopez.



Mr Colin Ranshaw (centre) presented his Merck Sharp & Dohme award lecture, "A therapeutic window approach to amitriptyline therapy", at a recent meeting of the Guild of Hospital Pharmacists in London. Mr Ranshaw, pharmacist in the quality control department at West Wales General Hospital, Carmarthen, Dyfed, is pictured receiving his award from Dr John Young, director of medical services at MSD and Lyn Crawford, MSD's PR officer. The award is worth £750 for research. Next year it will be increased to £1,000.

Blades to cable

Former Gillette UK chairman Richard Burton has been named chairman of the British Cable Authority.

The BCA's job will be to police the cable television and other applications of the cable industry. It should be operating by the end of the year.

Mr Burton spent 31 years with Gillette after practising briefly as a barrister.

A good send-off after 29 years service

West country pharmacist Mr Allan Button got a riotous send-off after he shut-up-shop after 29 years trading.

A crowd of customers and staff gathered in the local village church to wish him a happy retirement. A set of gardening furniture, gift vouchers and a cheque were presented to him says the *Bath & West Evening Chronicle*. Mr Button and his wife started the shop in Westfield, near Bath without any staff. They moved from a house in Bristol to a small flat. Two days after their arrival, 140 boxes packed with goods for the shop had to be unpacked and checked.

The shop is being taken over by Miss Jane Piner, manager of a shop in Paulton.



Retired pharmacist Mr John Logan (left) from Glasgow, receiving a Unichem shield from Mr David Mair, deputy chairman of Unichem. Mr Logan won the shield, along with a putter, at a meeting of the Glasgow pharmacy golfing society at Glenbervie Golf Club.

Postscript

C&D last week received an unusual offer from a company called Cowpact Ltd — who describe themselves as "slurry separation specialists."

Cowpact's product is bagged organic fertiliser, or "real cow manure in concentrated form" as their literature describes it.

"If you require sample packs, please let us know" they say. "Our general manager often passes your door and could drop some in to you..."

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